

5 STEPS TO IMPROVING DATA INTEGRITY

Is Your Data Preventing You From Meeting Your Revenue Goals?

Why Your Sales and Marketing Data is Inaccurate

Each month...

543,000
new businesses

pop up in the U.S. per Forbes

2.7 MILLION
people quit their jobs

per the Bureau of Labor Statistics



70% of your data can be **incorrect** after a year without intervention



25% of the average B2B database is **inaccurate** at any given time

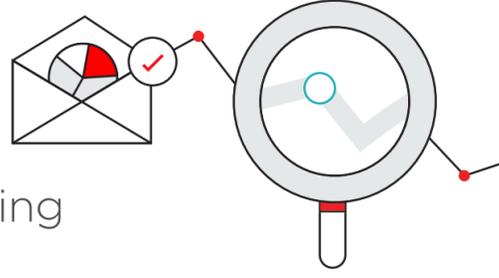


1 in 4 contacts has a bad email address, incorrect title, wrong phone number, or doesn't even work at the same company

Jumpstart Your Data Management Strategy

1 EVALUATE

Establish your data's integrity baseline to better understand where to initially focus on improving reliability and accuracy.



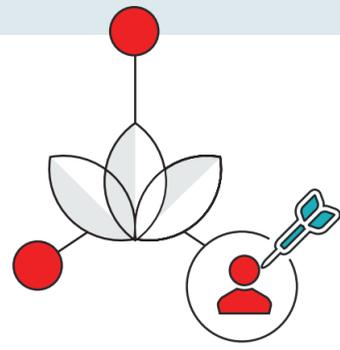
CLEAN 2



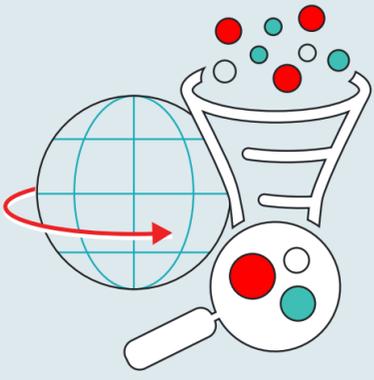
Remove duplicates and append missing data so your sales and marketing campaigns are set up for success from the start.

3 ENRICH

Supplement data with what's missing to help you target more accurately.



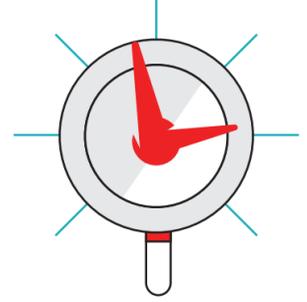
AUGMENT 4



Ensure your database covers your entire total addressable market by supplementing it with fresh, rich prospect data.

5 ENHANCE

Incorporate rich business insights into your firmographic and contact data to help effectively engage prospects with the right information at the right time.



Data Requires Ongoing Maintenance



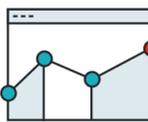
Clean your data at least twice per year. Quarterly is even better. **Data decays** at about **5% per month**, so it's getting dirtier every day.



Enrich new leads as they come in. Add missing data as leads arrive, and reduce the number of fields on your forms to **increase conversions**.



Add new targets for every campaign. **Specifying your targets** helps you craft a tighter message **to better align** with your audience.



Put news, social, financial, and more insights to work in every campaign and deal. It's your path to true **1:1 messaging** and shows your leads you care.

Need help getting started? Check out the complete **5 Steps to Data Integrity eBook**, or talk with one of our sales and marketing data specialists today!