Top **5** Reasons to do a **Data** Health Check

Clean, accurate and up-to-date contact data is the lifeblood of every high-performing sales and marketing program. Quality data means better alignment to the right audience, higher quality leads, greater conversions and an overall positive impact in your ROI. **But bad data? Its economic impact is nothing to sneeze at:**

$14.2M — Estimated amount poor data quality is costing organizations per year*

60% — Companies that have an overall data health scale of "unreliable"

+50% — More than half of all records found in the average B2B contact database are misaligned

*Organizations with more than $500M revenue

Assess the State of Your Data

1 Improve Lead Scoring and Predictive Analytics

Predictive analytics help companies identify the right accounts and contacts that they should be targeting. But it's not just about job titles anymore. The more data points they can look at and score—such as social and buyer intent—the more accurate the score indicator is going to be. End result: **Quicker lead qualification**.

80%
B2B marketers who say generating relevant, quality leads is the technique with the highest profit potential

2 Enhance Persona-Driven Marketing

When your data is accurate and enriched with intelligent attributes such as social and buyer intent, you can better segment, personalize and target. The end result is **higher engagement**, **lower opt-outs**, and a **more personalized & relevant experience**.

6x
Increased amount of revenue that personalized emails generate over non-personalized

3 Boost Dashboard Performance Metrics

Removing bad or inaccurate data, making incomplete records whole, and cutting out misaligned contacts ensures that communications **reach the ideal audience**, increasing engagement metrics.

Average database alignment to a client-provided target audience area — **25%**

75% — Optimal database alignment to a client-provided target audience area

4 Improve Account-Based Marketing

You want to go after prospects you've identified as high-value. How? Dig deep and find data that's enriched with intelligent attributes such as buyer intent and social. With clean and complete contact data you can **more easily access big gaps in your database** and go after the key contacts missing in each account.

80%
Percent of marketers that say ABM outperforms other marketing investments in ROI

5 Optimize the Marketing Technology Stack

With continual data cleanse and append, your marketing automation runs more smoothly, the entire stack works more effectively and gives the user marketer or other stakeholders in the business **more confidence in the reporting** functionality.

Sources: SiriusDecisions, Gardner, IDC, Experian Marketing Services, DemandGen

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