Top **4** Reasons to Know Your **Data Quality Score**

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.

Curious to Learn Your Data Quality Score? It's easy, just run a Data Health Check.

Get a FREE Data Health Check Now

Assess the State of Your Data

1 Improve Account-Based Marketing

You've aligned everyone involved in the sale cycle and put in place an account-based platform to orchestrate all your plays. But wait, what about your contact data? **Assign a Data Quality Score to each contact to ensure your plays are aligned to the best contacts.**

60%
Accuracy of the average contact database

2 Improve Lead Scoring and Predictive Analytics

Predictive analytics help companies identify the right accounts and contacts that they should be targeting. If your contact data is out of date or simply inaccurate, you'll skew results. Use the Data Quality Score to ensure your predictive analytics is based on reasonably accurate contact data. End result: **Quicker lead qualification**.

42%
Percent of marketers who believe poor data quality was causing problems in their marketing campaigns

3 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

4 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
30% **70%**
Optimal database alignment to a client-provided target audience area

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

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