

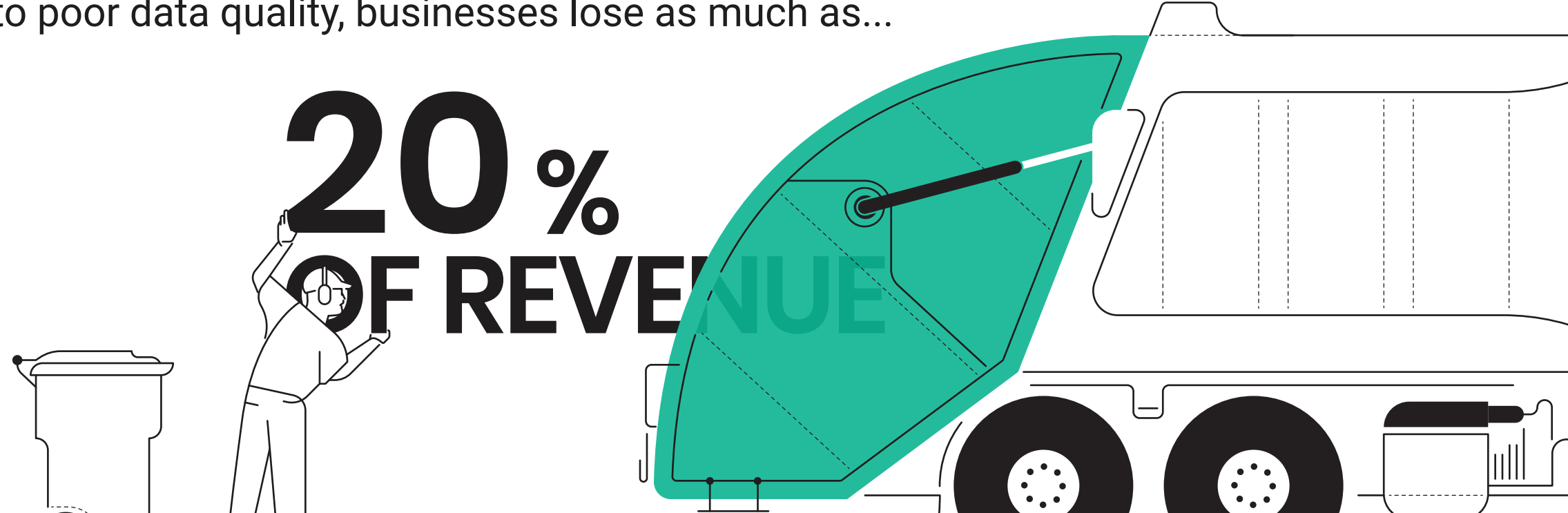


\$ Everyone knows bad data impacts performance, revenue and overall efficiency. But the cost of bad data is far greater than most realize.

Per year, bad data costs U.S companies...

\$3,000,000,000

Due to poor data quality, businesses lose as much as...

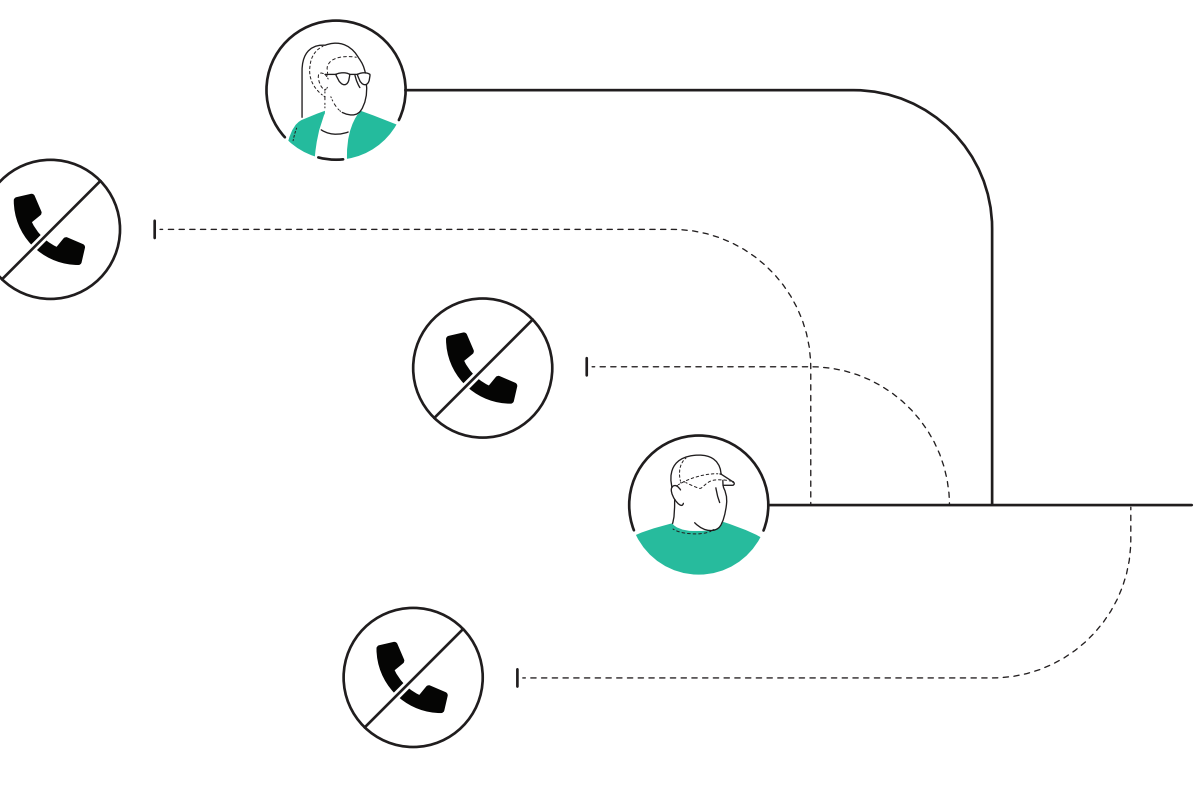


Did you know that the majority of marketing and sales professionals cite poor data quality as the main reason for not having a 360-degree view of prospects and customers?

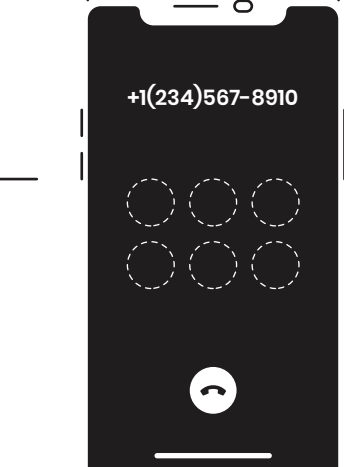
📁 Let's say a company has invested in clean data and their CRM platform reflects that investment. That's not enough to prevent good data from going bad.

Did you know that **every hour** roughly:

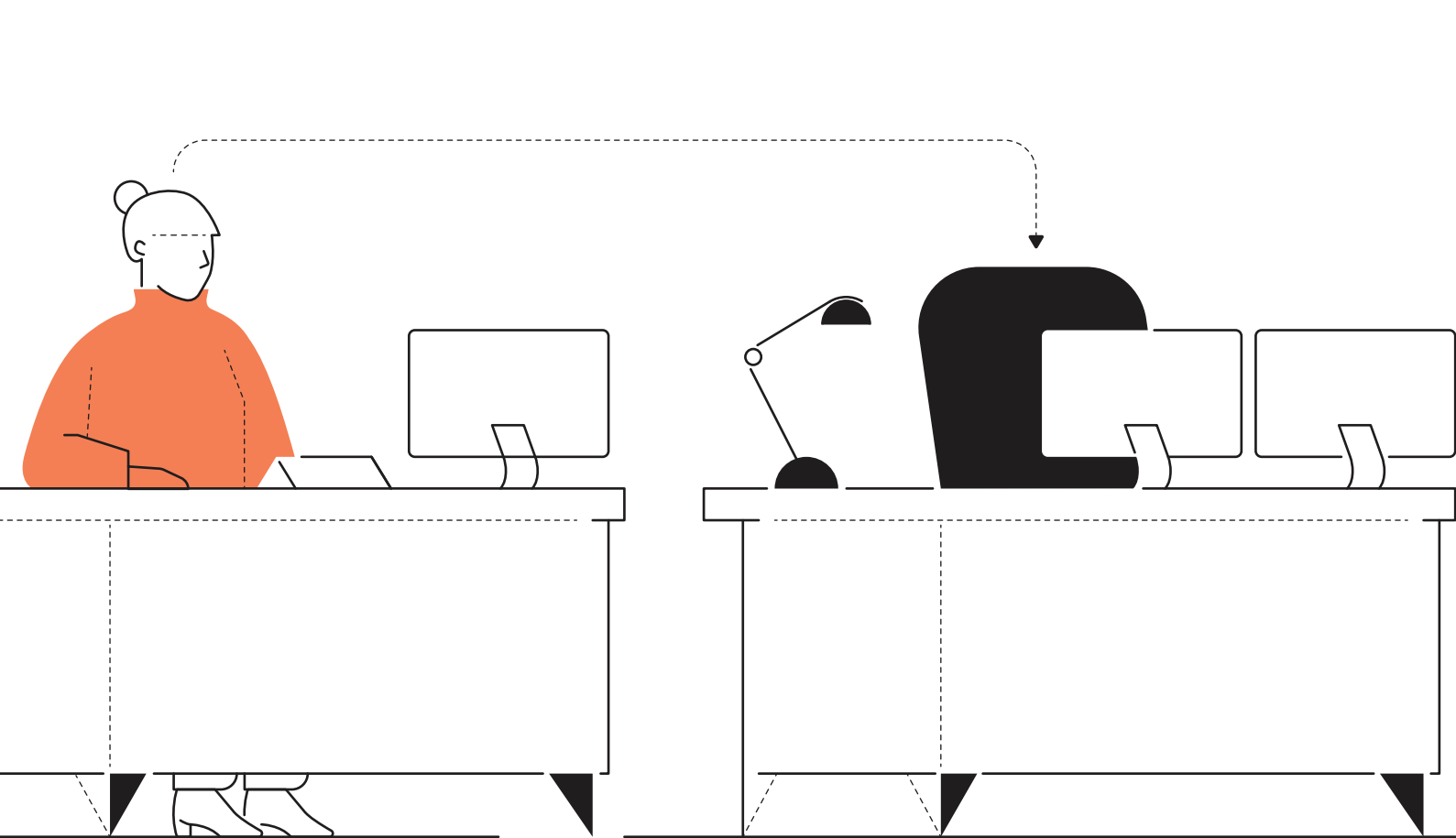
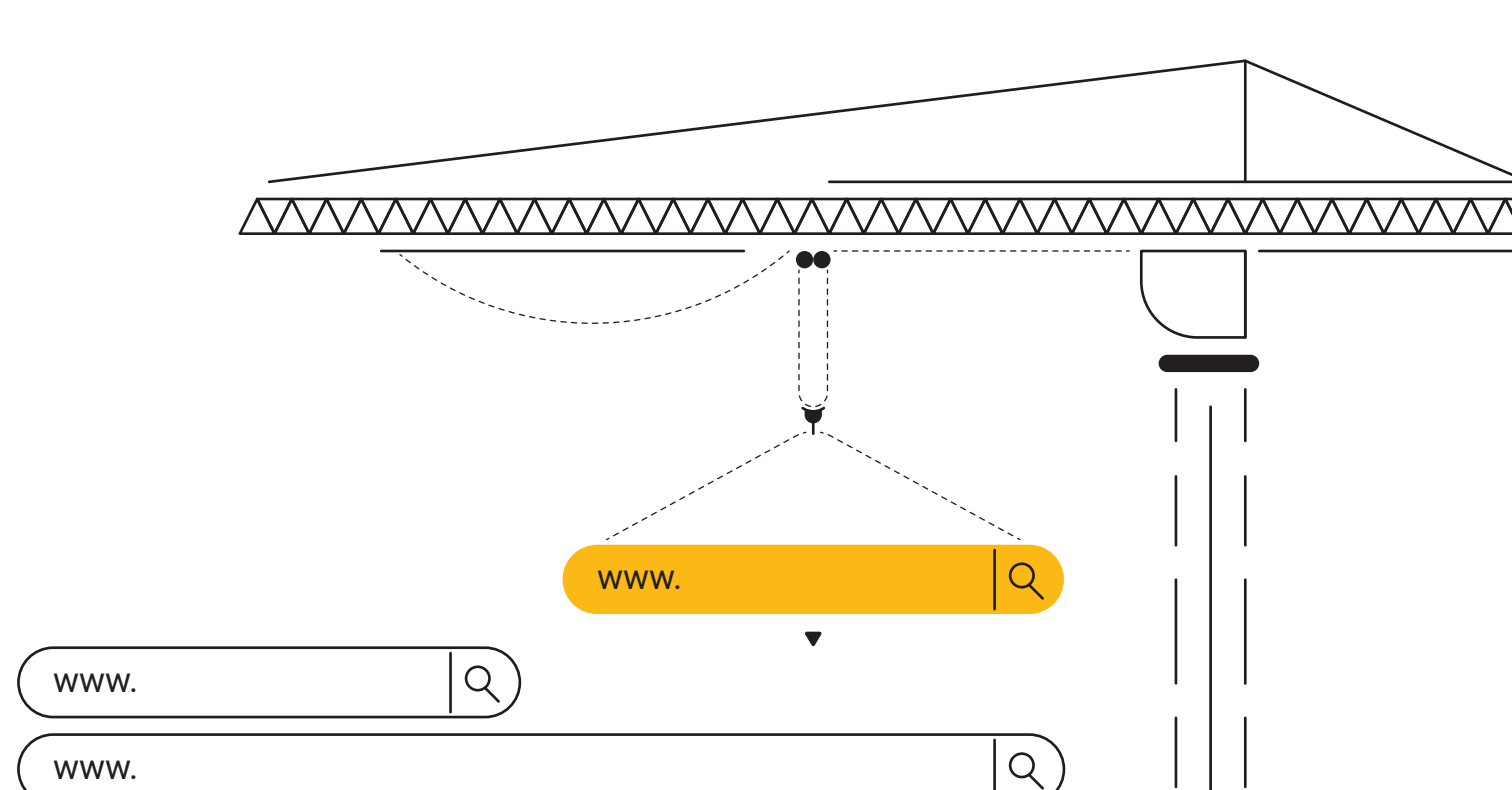
521
Business addresses
will change



872
Telephone numbers will
change or disconnect



1,504
URLs will be
created or changed

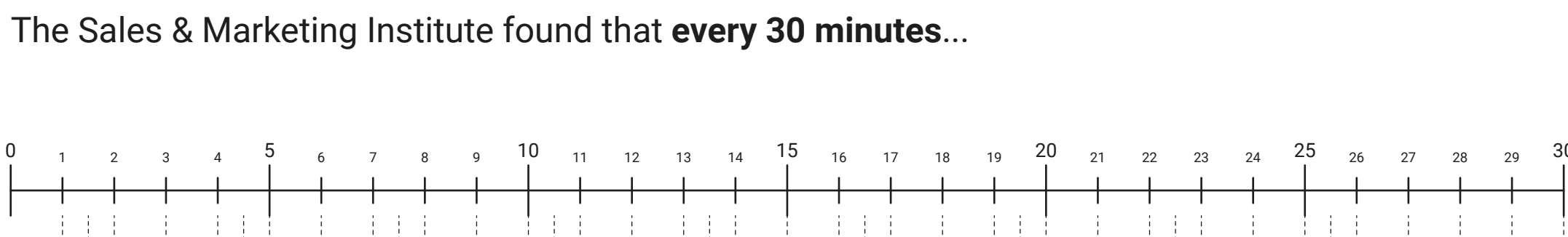


158
companies will change
their corporate structure

*"Did you know that on average, **4% of addresses** in an organizations' mailing list are inaccurate? On average, companies will waste \$180,000 annually on undeliverable direct mail."*

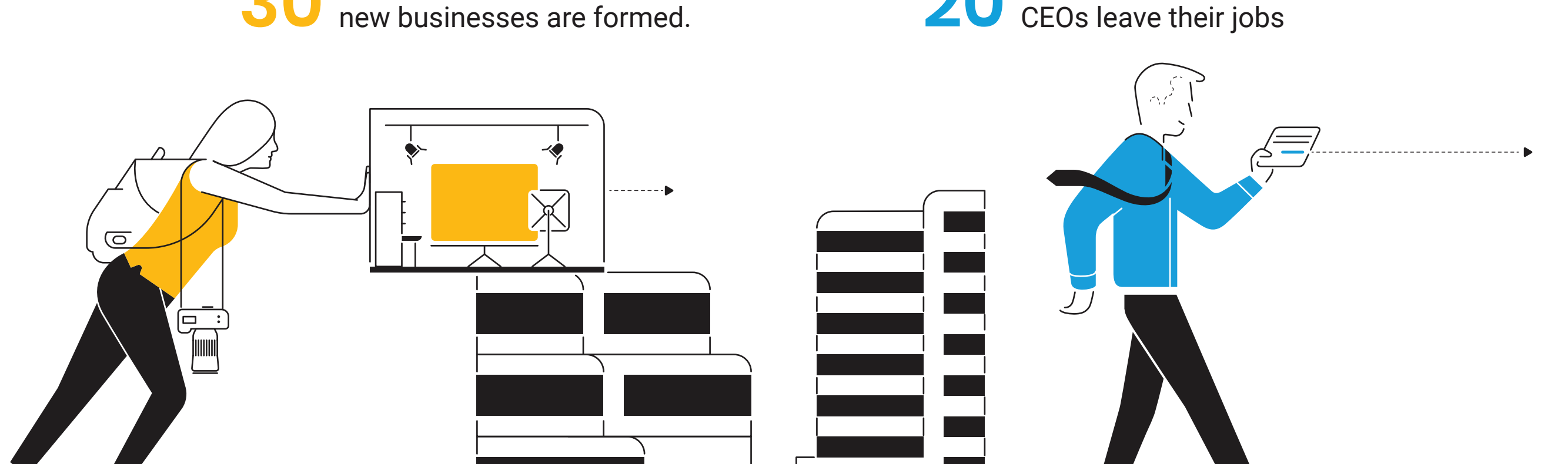
🗑️ These changes lead to data decay. Data decay is the gradual loss of accurate data.

The Sales & Marketing Institute found that **every 30 minutes...**

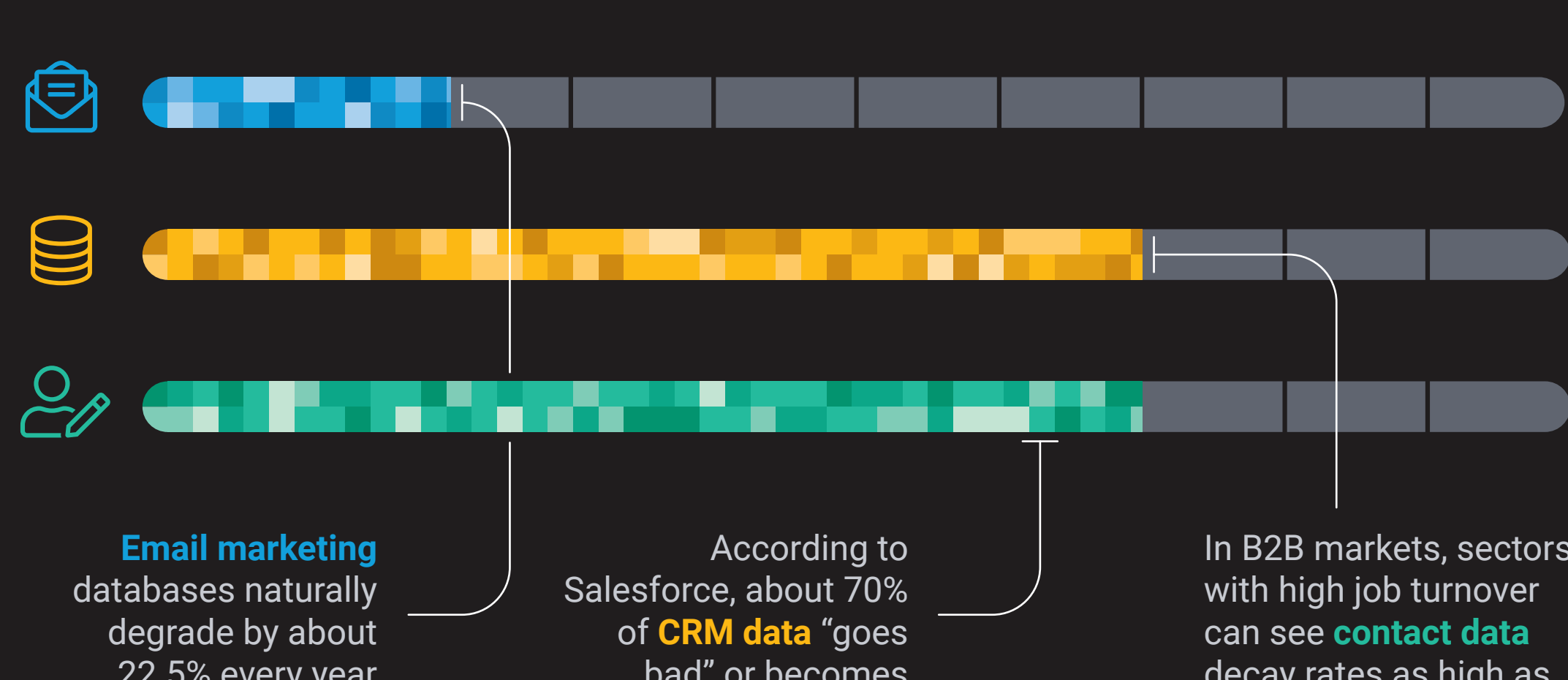


30 new businesses are formed.

20 CEOs leave their jobs



Database decay per year



*"Did you know that sales reps are spending **20% of their time researching leads**? That's 8 hours a week and 52 days per year spent looking up information that should be readily available to them in their CRM platform."*

Contact us

to learn how to keep your data clean and actionable

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