

FAST FACTS ABOUT YOUR DATA

As the saying goes: **data ages like fish, not wine**. Customer records rapidly decay as they sit in your CRM and marketing automation databases, giving you a short window to take action before it goes stale. So if you're not taking a proactive approach to keeping your data fresh, you're falling behind.

30% of individuals changed companies each year



In B2B markets, sectors with high job turnover can see contact data decay rates as high as **70%** per year.

38% email addresses change every year

