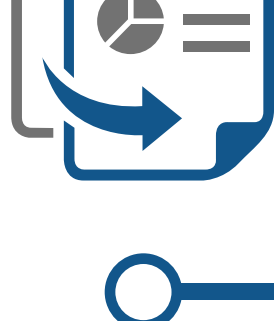


THE COST OF BAD (AND CLEAN) DATA

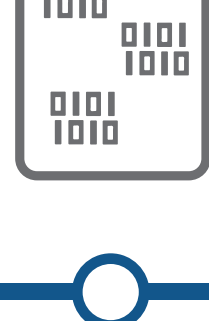
BAD DATA IS:



Duplicate data



Missing information



Inaccurate information



Outdated data

THE COST OF A CRM RECORD



DEFINING \$100 PER BAD RECORD



The \$100 per bad record is attributed to impacts such as:

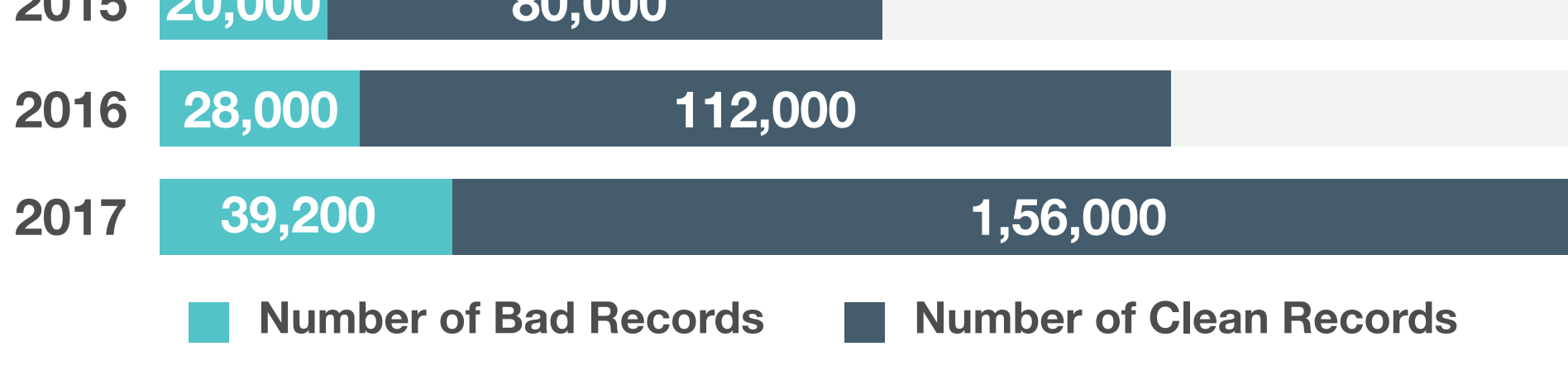
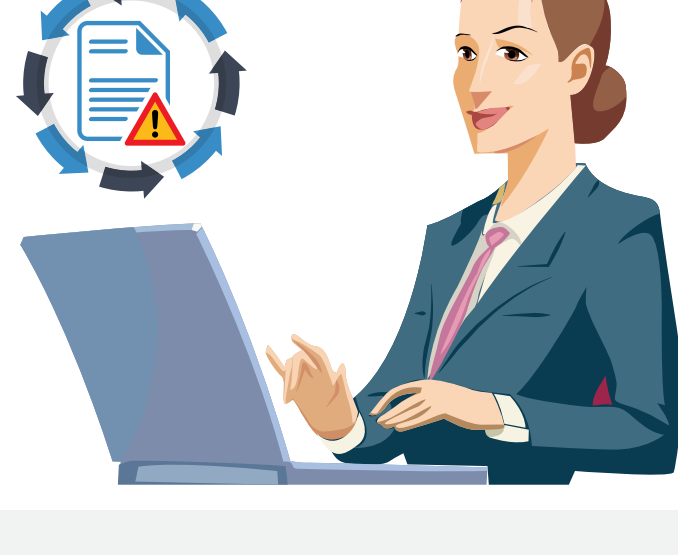
- Printing and mailing to bad addresses
- Emailing to wrong addresses
- Losing disgruntled customers
- Taking up extra server space with duplicate records
- Sales conflict over the same leads
- Inability to track lead source
- Incorrect marketing segmentation and personalization
- Unnecessary marketing automation & CRM costs for duplicate records

and much, much more.

COST OF BAD DATA

On average, corporate data grows at **40%** per year.³

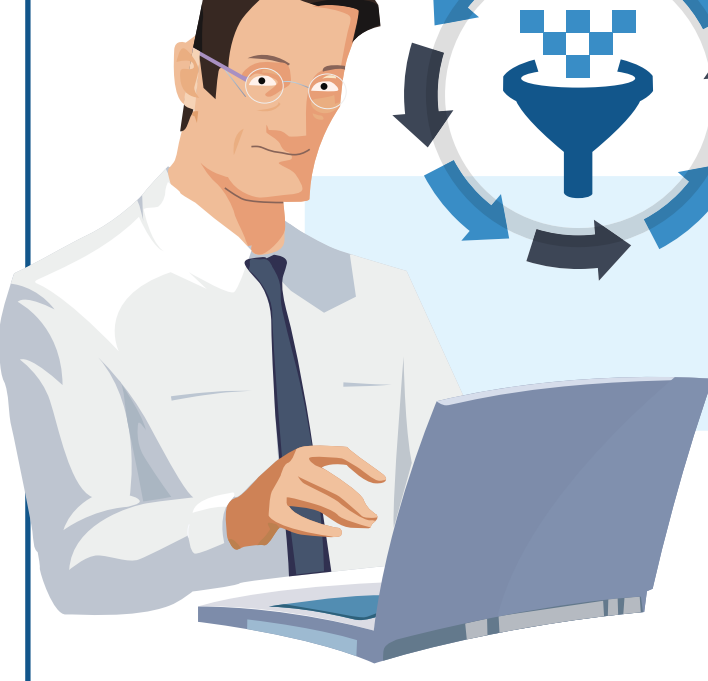
Approximately **20%** of the average database is dirty.¹



Keeping the **\$100 per dirty record** in mind, and using a **100,000-record database**, here is the astronomical cost of bad data over three years.



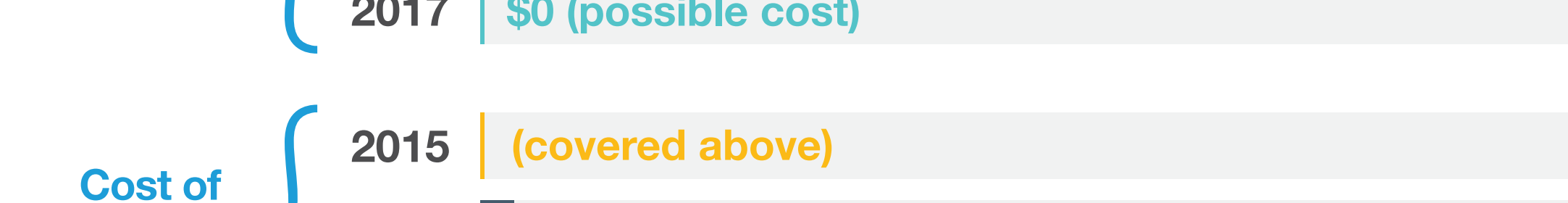
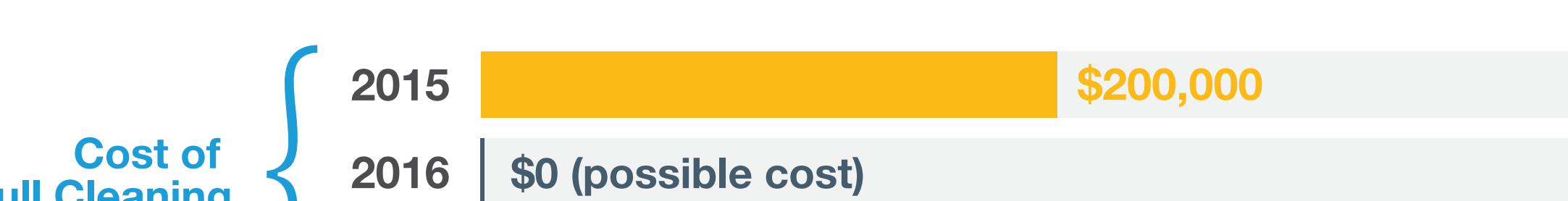
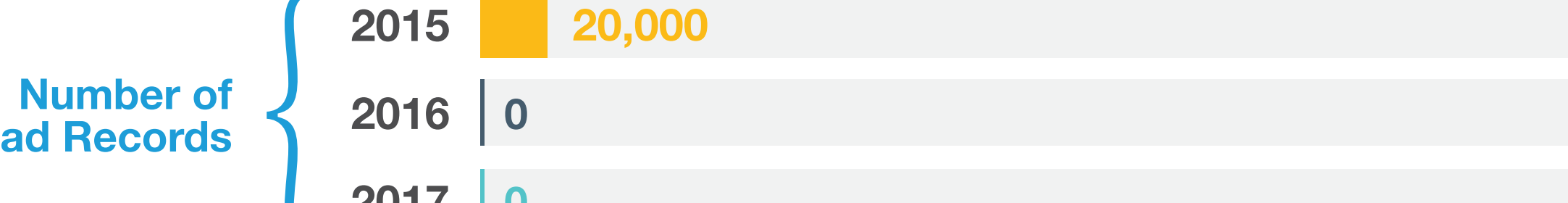
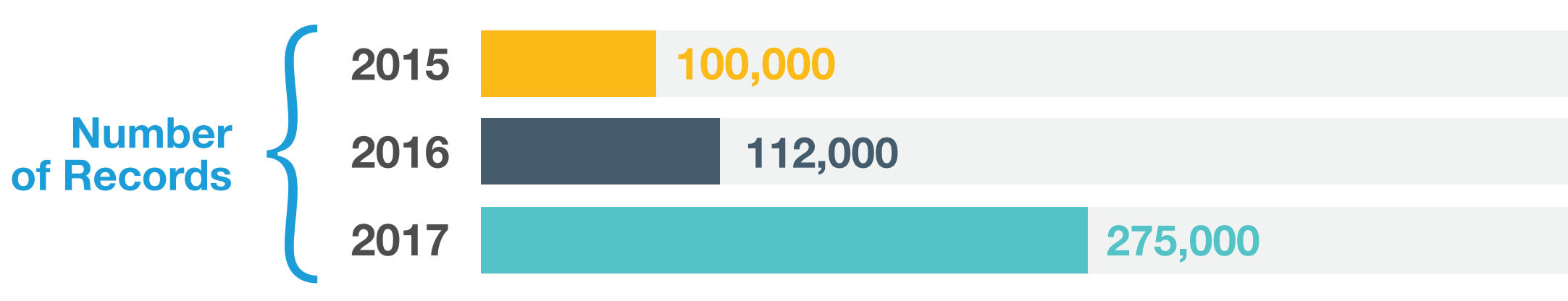
THE COST OF CLEAN DATA



Cleaning your data will have a cost of **\$10 per record** upfront, and keeping it clean is \$1 per record.

While your database continues to grow **40%** YoY, your database size goes down with the cleaning (merging duplicates, archiving inaccurate data, etc.).

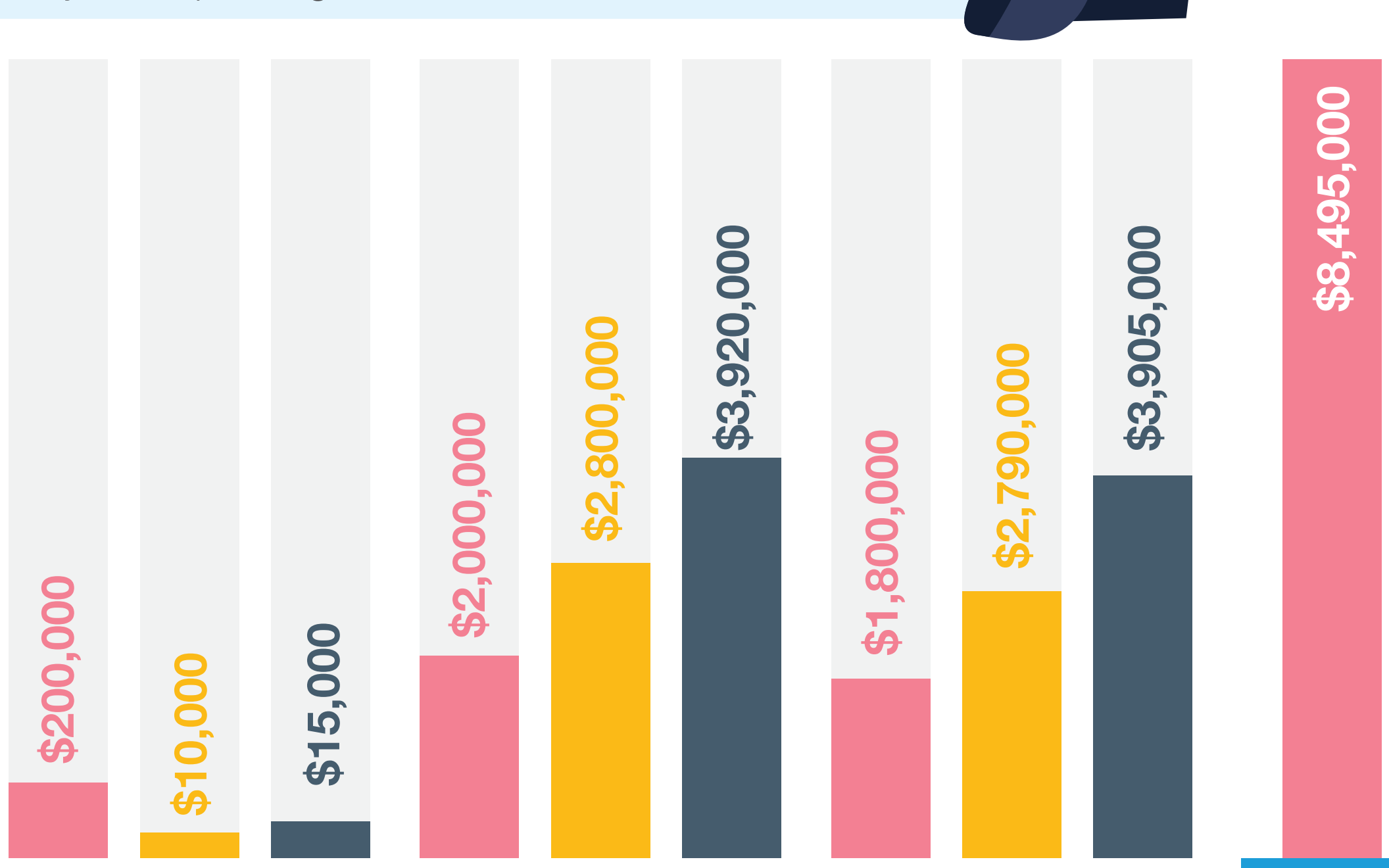
Therefore, if you remove **20,000** of 100,000 records in the first year, then you're at **80,000 records**. With **40%** growth in 2015, you're at **112,000**, and so on.



THE COST SAVINGS

There is a tremendous cost savings by cleaning your data and keeping your data clean for the long term.

Instead of losing **\$2 million** in 2015, you're spending **10%** of that. In 2016, instead of spending **\$2.8 million**, you're spending **3%**.



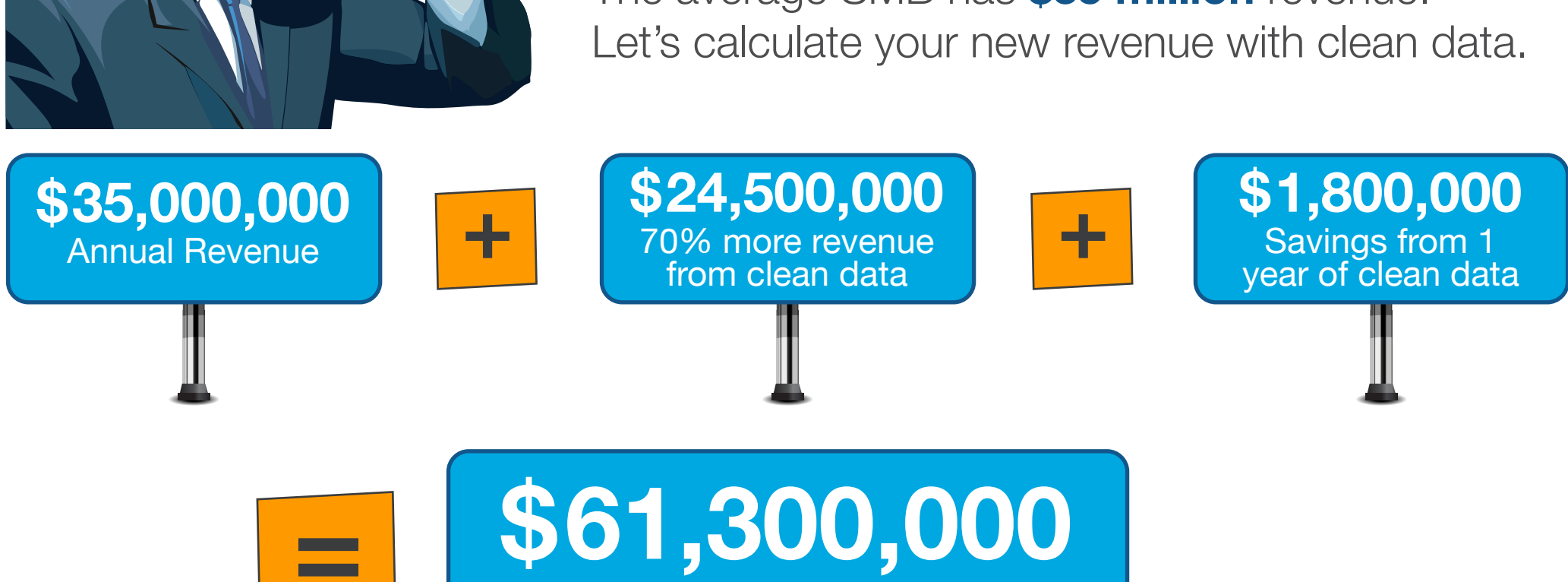
MAKING MONEY WITH CLEAN DATA



A strong organization can generate up to **70%**¹ more revenue than an average organization purely based on the quality of its data.

The average SMB has **\$35 million** revenue.²

Let's calculate your new revenue with clean data.



Clean, protect and enhance your data.

SOURCES:

- 1 Sirius Decisions - The Impact of Bad Data on Demand Creation
- 2 Small Business Association 2013 Census
- 3 Ebiz - Integration on the Edge: Data Explosion & Next-Gen Integration