

### What you don't know about your Salesforce data can hurt you.

Data quality problems cost US businesses more than every year

The average B2B organization sees contact data double every

# making it harder to

keep databases clean.



of their revenue due to poor data quality.<sup>3</sup>

#### Poor customer data quality impacts sales and marketing efficiencies.

Sales and marketing departments lose approximately

and as much as per sales rep annually from using bad customer data.

of senior marketers stated the quality of their data was too low to provide any accurate measurement of either tactical or strategic 10(4)010 marketing efforts.<sup>5</sup> 101001010010100010010

Research shows that

of contact records include critical data errors that impact the day-to-day operations of marketing and sales teams.<sup>2</sup>

### The consequences of data quality issues create an urgent need to fix them.



of business leaders don't trust the information they use to make decisions.



### Nearly all the

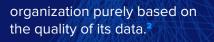
executives surveyed by PwC said they see data on customers and clients as "critical or important" to getting an edge on competitors in the years ahead.<sup>8</sup>

### Actions that improve customer data quality create a competitive advantage.

A strong organization can generate up to more revenue than an average



Cleaning up data will lead to an average cost savings of While boosting



revenue by an 51% average of



## Now there's a solution.



Know the true quality of your Salesforce data and its impact on your business with Validity Trust Assessments.



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Maximum insight into the state of your data quality and its impact on crucial business strategies

**Benchmark comparisons** to see how you stand against competitors

A detailed remediation plan backed by best-of-breed tools for data improvement

Our secure, on-demand software application is easy to use and the most cost-effective solution on the market.

WHAT'S YOUR SCORE?

#### Contact us today for more information.

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- (2) SiriusDecisions: https://www.brighttalk.com/webcast/17107/334322/sirius-decisions-insights-how-data-quality-impacts-the-demand-waterfall
- (3) Lawson, Lorraine. "What Does Bad Data Cost," IT Business Edge, February 2015
- (4) https://discoverorg.com/blog/bad-CRM-data-quality-web-form/
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