



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

Data quality problems cost US businesses more than

\$600B every year¹



The average B2B organization sees contact data double every

12-18 months

making it harder to keep databases clean.²



Companies lose about

30%

of their revenue due to poor data quality.³



Poor customer data quality impacts sales and marketing efficiencies.

Sales and marketing departments lose approximately

550 hours

and as much as

\$32K

per sales rep annually from using bad customer data.⁴



30%

of senior marketers stated the quality of their data was too low to provide any accurate measurement of either tactical or strategic marketing efforts.⁵



Research shows that

10-25%

of contact records include critical data errors that impact the day-to-day operations of marketing and sales teams.⁶



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



1/3rd

of business leaders don't trust the information they use to make decisions.⁶



Nearly all the **300** 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.⁸

Actions that improve customer data quality create a competitive advantage.



A strong organization can generate up to

70%

more revenue than an average organization purely based on the quality of its data.⁷



Cleaning up data will lead to an average cost savings of **33%**

While boosting revenue by an average of **31%**⁸

Now there's a solution.



Trust Assessments

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



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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(1) Data Warehousing Institute: <https://www.dmnews.com/data/news/13086153/study-poor-data-quality-costs-600b-yearly>

(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/>

(5) Marketo: "Are-Marketers-Using-Metrics-That-Matter-Marketo.pdf"

(6) <https://www.ibmbigdatahub.com/infographic/four-vs-big-data>

(7) Harvard Business Review: http://go.qlik.com/rs/qliktech/images/HBR_Report_Data_Confidence.PDF?sourceID1=mkto-2014-H1

(8) <https://www.wsj.com/articles/ai-efforts-at-large-companies-may-be-hindered-by-poor-quality-data-11551741634>