



Trust Assessments

Know the true quality of your Salesforce data and its impact on your business.

Executive Summary

Data Assessment for 2019 January

Prepared For: ABC Corporation

Industry Vertical: Consumer Goods

Assessment Date: March 15, 2019 2:14 PM EST

Records Analyzed: 271,828

CRM Source: abccorp.my.salesforce.com

Last Assessment: December 18, 2018 3:55 PM EST

Validity Trust Score™

Your Score*
51/100
POOR

Previous Quarterly Score **26/100**
Industry Average **75/100**

Record Quality Breakdown

271,828 Records

Quality

- 5% Unactionable
- 14% Insufficient
- 21% Limited
- 19% Validified
- 41% Acceptable

Business Impact

Estimated 14 - 16% missed revenue

Our assessment indicates issues with your data quality could cost your organization 14% - 16% in annual revenue.

Estimated 37 - 39% organizational overspend

We estimated that 37% - 39% of your operating expenses are wasted due to poor data quality.

Benchmark Comparison

Your Performance
● Q3 2018
● Q2 2018

Benchmarks
■ Average - Industry
■ Average - Comparable Size

Key Findings

Good news! Your Q3 2018 results have improved significantly from Q2 2018.

In terms of how your data quality impacts your competitive stance, our assessment shows your organization falls moderately behind companies of similar size and moderately behind companies in your industry.

*Refer to the Help and Instructions section for details on how this is derived

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Validity Trust Assessments is an on-demand software solution that produces real-time reports and shows an organization's Data Trust Score, high-level metrics, comparative industry benchmarks, and a detailed remediation plan for improvement.

Businesses can use Validity Trust Assessments to quickly and continuously address customer data quality issues, understand the economic impact on their business, and have more trust in their Salesforce data.

“Typically, SaaS products are not offering prescriptive advice like this. It fills a white space in the industry. It's incredibly valuable.”

-Emilio R.
Director, Marketing Operations

Key Benefits

- Executives can track CRM-related business health, identify data quality needs that will help propel company growth, and reduce spend.
- Salesforce administrators can implement and gauge the effectiveness of data quality measures.
- Marketing professionals can improve campaign effectiveness and customer engagement, as well as immediately gauge the impact of list loads or the addition of tradeshow data.
- IT professionals can establish data governance procedures that prevent bad data entry at the source.
- Sales operations and leadership can improve sales forecasts, sales pipeline management, lead quality, and conversion rates.





What Validity Trust Assessments Delivers



Secure, On-premise Installation

In a matter of minutes, download, install, and configure the secure, on-premise application to start generating and sharing assessments with key stakeholders in your organization.



Industry Benchmarks

By entering your industry, company size, and annual revenue, the application is able to evaluate how your data quality compares to the industry average for deeper understanding of market position.



On-Demand Assessments

Reports can be generated at any time so data quality can be assessed at the moment it is needed. Being able to control assessment frequency allows you to immediately gauge the effect of a list load or current data quality practices.



Business Function Impact

Aggregated analysis of duplicate, malformed, and invalid data across relevant CRM objects illustrates the impact each problem area is having on revenue, campaign effectiveness, pipeline management, and customer retention.



Data Trust Score

This key measure of your data's integrity is derived from an evaluation of data cleanliness, data quality comparisons between you and industry peers, the calculated impact of data quality on revenue at a functional level, and AI learning.



Remediation Playbook

The playbook is a comprehensive plan for fixing problem areas discovered in the quality assessment and customized based on individual results. The step-by-step approach shows where to focus cleanup efforts, how much time is needed for each task, and which tools to use to restore quality.





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