

Dirty Data: Even More Expensive Than You Thought



Poor data quality. It's one of the main reasons that the average B2B marketing response rate is 3.25% across all media¹. That poses the question — What's happening to the other 96% of marketing/campaign budgets?

Gartner reports that 25% or more of critical data within Fortune 1000 companies is inaccurate². So whether you're using a house list or a rented list, odds are good that you're wasting marketing dollars.

ReachForce customers, on the other hand, have found the way to maximize their marketing spend and optimize marketing results — on average, marketers using ReachForce contact databases have increased marketing initiative results by 20 to 30 times for every dollar spent.

The Problem: Poor Data Quality

You know you're wasting time and money marketing to names of people who have changed jobs or companies since they were first input into your CRM. Email bounceback rates and direct mail returns alone can tell you that. But that's not all you're losing.

What else is at stake?

- **Your budget:** 79% of B2B firms use sales revenue figures to determine marketing budgets³.
- **Your credibility:** When data is clean, salespeople are far more likely to follow up on leads⁴.
- **Your needs:** 50+% of data warehouse initiatives will fail because of poor data quality⁵.
- **Your customers:** With data privacy such a concern, information like opt-ins must be accurate⁶.
- **Your company:** 66+% of financial audits will check and recommend improvements to data quality⁷.

Unfortunately, the challenges of cleaning up data often seem overwhelming. Countless records in myriad states of completeness gathered by different sales teams over multiple years across any variety of spreadsheets and CRM systems: where do you begin? And how do you make sure that once it's clean, it stays clean?

The Solution: ReachForce

ReachForce delivers a 'one-two punch' for data quality — ReachForce Refresh and ReachForce Discover.

ReachForce Refresh is a contact verification service which cleanses contact information by eliminating inappropriate or invalid contacts and personally validating existing contact data on a monthly, quarterly or annual basis, depending on business needs.

Augment existing data by identifying additional decision making unit roles within target companies using ReachForce Discover.

According to Gartner, 30 million people out of the 138 million employed in the US will switch jobs in the next 12 months. In the same time, some 2.5 million businesses will move, according to the U.S. Census Bureau. How are you keeping up?

Find out how ReachForce can help you optimize your marketing data and generate higher-performing leads.

¹ The DMA 2005 Response Rate Report

² Dirty Data Blights the Bottom Line, ComputerWorld, 11.7.05

³ The DMA 2005 Customer Prospect and Retention Report

⁴ Mopping Up Dirty Data, Baseline Magazine, 12.1.03

⁵ Gartner, CIO Update: Data Quality "Firewall" Enhances the Value of the Data Warehouse, 4.21.04

⁶ Gartner, Supplier Information Management is the First Foundation of Spend Analysis, 5.23.06

⁷ Gartner, Supplier Information Management is the First Foundation of Spend Analysis, 5.23.06