

Data Hygiene

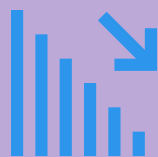
best practices for data you can **trust**



up to 70% more revenue generated

...for your organization just by keeping your contact database clean and updated.

You should **clean** your contact database at least **1x a quarter**



Database Decay

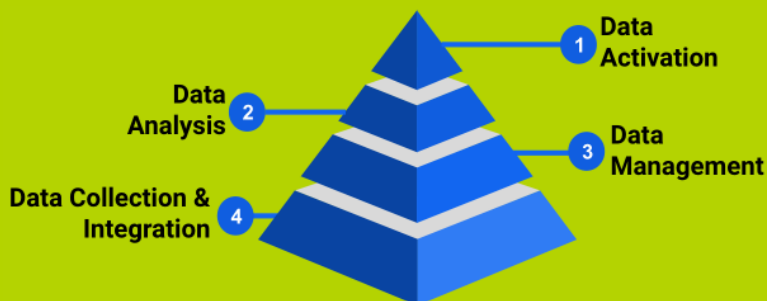
Your contact database decays at a rate of 35% per year.

Don't sleep on this...

Poor data quality can cost an organization 20% of their annual revenue.

- [Experian](#)

The Data Strategy Journey



Organize your data strategy; follow a framework to ensure optimal data cleansing, enrichment, and activation.

- [Verify](#)

Marketers can intelligently optimize conversion paths...with bi-directional data flows that give you feedback loops from various downstream systems.

- [Forrester](#) / [Martech Today](#)



40% of contacts need updates

...due to being invalid, incomplete, or duplicated. And keep in mind - 66% of people change jobs annually.

- Demand Gen report/Introhive