## Dirty Rotten Data

12 Troubling Facts You Need to Know

- The #1 challenge marketers face is not understanding the customer due to lack of data quality or completeness. 1
- 43% of customer records are out of date or invalid. <sup>2</sup>
- Sales departments lose **550 hours** and **\$32,000** per rep, annually. <sup>3</sup>
- 40% of all leads contain bad data. 4
- Conducting lead-gen programs without clean data wastes **27.3%** of each sales rep's time. <sup>5</sup>
- People change jobs
  12-15 times during
  their lifetime. 6



- 8 37 million phone numbers are recycled every year 8
- 9 83% of businesses say package-delivery rates would improve with accurate data. 9
- 40 million
  Americans move
  each year. 10
- 40% of email addresses change at least once every two years. 11
  - Bad contact data increases the acquisition cost by \$11 per record. 12

Are you suffering from dirty rotten data?

We can help, ask me how!

NAME: John Smith ADDRESS: 22382 Avenid

EMAIL: jsmith@isn

PHONE: 949-858-3000



<sup>&</sup>lt;sup>1</sup> Forrester

<sup>&</sup>lt;sup>2</sup> Adweek magazine

<sup>&</sup>lt;sup>3</sup> LeadJen

<sup>&</sup>lt;sup>4</sup> B2B Data Index report

⁵ LeadJen

<sup>6</sup> Bureau of Labor Statistics

<sup>&</sup>lt;sup>7</sup> Dunn & Bradstreet

<sup>8</sup> FCC

<sup>9</sup> Melissa

<sup>10</sup> USPS® and Canada Post®

<sup>&</sup>lt;sup>11</sup> BriteVerify

<sup>12</sup> Oracle®