



the GOOD, the BAD, and the UGLY

HOW DATA QUALITY IMPACTS MARKETING

The GOOD

BETTER DATA MEANS MORE REVENUE

leaders in DATA DRIVEN MARKETING are

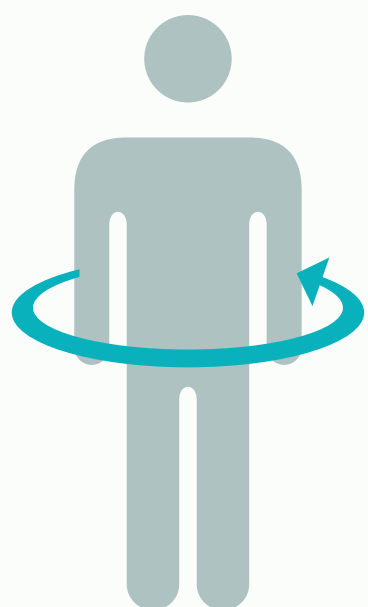
300% more likely to see increased revenues vs. immature organizations

COMPANIES THAT PUT DATA at the CENTER of MARKETING DECISIONS



SAW A **20%** IMPROVEMENT IN MARKETING RETURN ON INVESTMENT

companies that have a true **360 DEGREE VIEW** of the customer achieve:

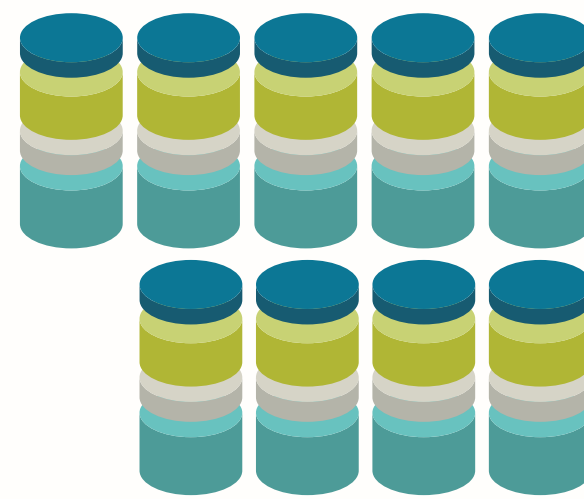


10% retention improvements
14% increase in meeting sales quotas

The BAD

FRAGMENTED CUSTOMERS, SYSTEM SILOS

on average, companies use **36** different data-gathering systems and vendors for marketing efforts



7: number of channels **70% OF MARKETERS** use to target customers in **CROSS-CHANNEL PROGRAMS**

ONLY 27% OF MARKETERS HAVE OWNERSHIP FOR CUSTOMER DATA

And the UGLY

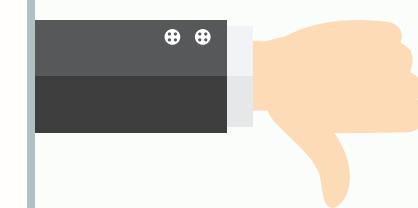
POOR DATA QUALITY IMPACTS MARKETING RESULTS

there is a potential **25% REDUCTION IN REVENUE GAINS** as a result of failure to create and maintain **ACCURATE** master customer records



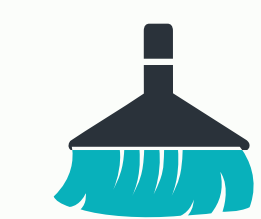
85% OF CMOs say implementing an omni-channel marketing strategy is challenged by a **lack of access to data and inadequate tools/technology**

only **22%** of organizations have a **SYNCHRONIZED, SINGLE VIEW** of the customer



40% OF MARKETERS are hindered by the quality of customer data

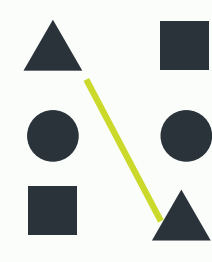
5 STEPS TO GREAT DATA



CLEAN



VALIDATE



MATCH



LINK



ENRICH

BUSINESS VALUE IN LESS THAN 90 DAYS

Over 70% of best-in-class organizations have adopted data quality tools. Don't get left behind! Click here for more information on how Trillium Software can increase the return on your marketing investments.

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