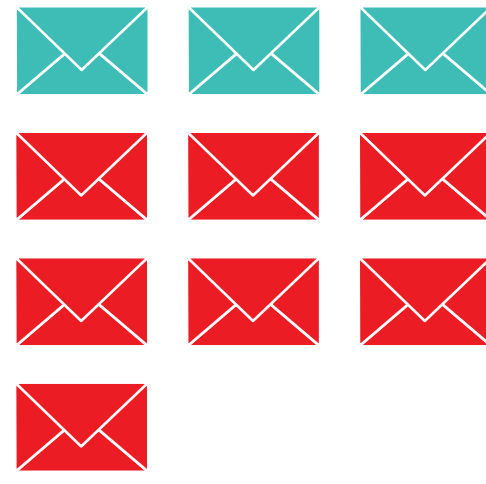


7 Reasons to Clean Up Your Dirty Lead Data

7 IT'S DIRTIER THAN YOU THINK

According to Biznology,* **B2B data decays** at a rate of **70.3%** per year.

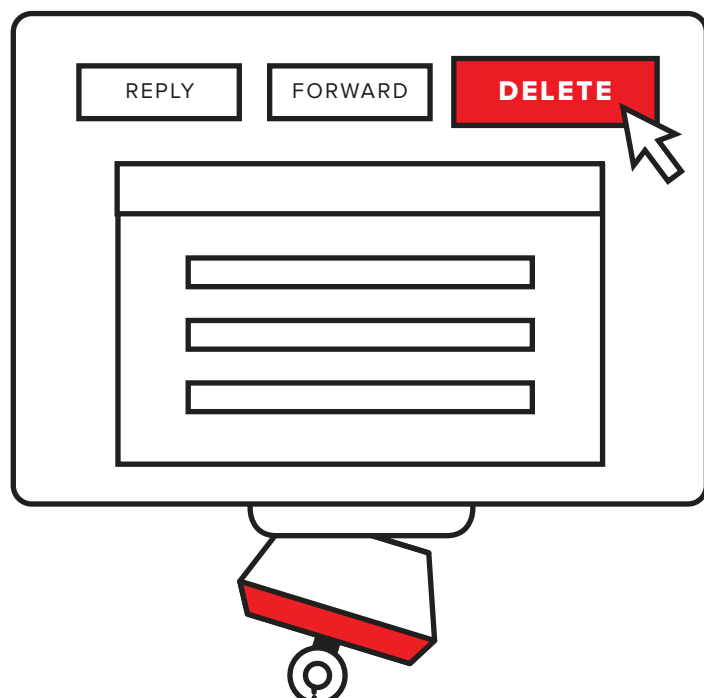
That means you're sending the wrong message to the wrong person at the wrong address for **7 of every 10** emails you send.



STOP REVENUE FROM LEAKING DOWN THE DRAIN

6

Referring to a prospect's old company or old title in an email is a sure way to get the **DELETE** button.



Ignoring a lead because your data was incomplete, only to find out she's the CEO of a company that fits your perfect buyer profile, means a lost opportunity. These types of flubs are an enormous drain on revenue.

Clean data helps you plug the leaks.

5 KEEP MESSAGES ON TARGET



If you can't trust your data, you won't be able to create a targeted campaign or message. Be sure that you're sending **the right offer to the right person**, every time.

STOP WASTING TIME

4

Dirty lead data drains your time in **TWO** significant ways.



You waste time chasing leads that will never go anywhere. And you waste time trying to clean up the dirty data mess. Instead, **spend this time driving revenue**, not researching contact data.

3 MAKE SALES YOUR BEST FRIEND



Clean data lets you **ACCURATELY SCORE** and route the right leads to the right reps. That keeps sales busy closing deals and makes marketing their best friend.

STAY ON THE EMAIL WHITELIST

2

With **BAD DATA**, too many email bounces may condemn you to the dreaded email **BLACKLIST**.

And that puts you at risk of not even reaching your clean email addresses.



1 GET YOUR MONEY'S WORTH



Marketing **automation fees** are often based on the **size of your database**. If most of your records are dirty, you're paying to store worthless data.

Clean your data for a fraction of what your dirty data costs you in lost revenue. It's a cost that multiplies the longer you wait. Data scientists refer to this cost multiplier as the **1-10-100 rule**: it takes \$1 to verify a record as when you get it, \$10 to clean it later, and \$100 if you do nothing. It's all based on the cost of lost opportunities and wasted resources.

1-10-100 RULE

\$1 to verify a record | \$10 to clean it later | \$100 if you do nothing

WHAT ARE YOU WAITING FOR?

Insideview can help you clean your data and keep it clean.

Contact us today!

Call +1 415.728.9340 | visit www.insideview.com/marketing