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.

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.

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.

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.

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

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.

Contact us today! Call +1 415.728.9340 | visit www.insideview.com/marketing


7 Reasons to Clean Up Your Dirty Lead Data

1. GET YOUR MONEY'S WORTH
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.

2. STAY ON THE EMAIL WHITELIST
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.

3. MAKE SELLERS YOUR BEST FRIEND
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.

4. STOP WASTING TIME
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.

5. KEEP MESSAGES ON TARGET
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.

6. STOP REVENUE FROM LEAKING DOWN THE DRAIN
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.

7. IT'S DIRIERTHAN 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.

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

Imagine 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.

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.

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.

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.

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