

# Stop Running Your Business with Imperfect Data

## It Could Cost You Big

**Are you dealing with bad data?** Best in class data information capture software technologies may extract data with **80-95% accuracy at most**. But when you're managing a constant influx of information that you need to make business decisions, assess risk, calculate payments, and more, is that accuracy good enough?

**What happens when it's not?** See for yourself.

## The Cost of Using Bad Data

### 1. Expensive Validation

Using inhouse staff to manually validate or key-in information is expensive – and not just in labor costs. Using trained staff for data-entry means taking them away from value-adding tasks.



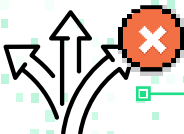
### 2. Endless Remediation

If errors make it through to your downstream systems, catching and correcting them is much more expensive and labor intensive.



### 3. Faulty Decision-Making

If business execs don't trust the data in front of them, they're less likely to use it to make data-backed decisions.



### 4. Compliance Risks

Housing poor quality data can lead to greater GDPR compliance issues. Inaccurate data is a large factor and can cost your organization in fines and litigation.



82%

of B2B professionals in the UK believe data quality drives the right campaigns, but only half are confident in the quality of their data.<sup>1</sup>

52%

of surveyed businesses in the UK reported they aren't fully compliant with the GDPR.<sup>2</sup>



### 5. Missed Opportunities

What opportunities are you missing because of faulty, lost, or imperfect data?

Whether turning down an offer based on misleading information or being unable to connect the dots, missed opportunities often equal missed revenue.

63%

of surveyed UK and US businesses say data has helped them identify opportunities for revenue growth.

42%

say they suffered as a result of having inaccurate data.<sup>3</sup>

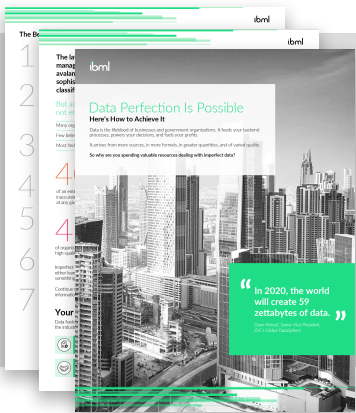
50%

### The Bottom Line

Half of UK and US respondents say their business won't survive without top-quality data.<sup>3</sup>

## Power Perfect Data

Your data is mission-critical and perfecting it is essential to your organization's continued success. See the steps you can take to perfect your data with our latest white paper, **"Data Perfection is Possible."**



#### SOURCES

1. "Benefits of Cloud Data Cleansing," Data & Marketing Association, 2020
2. "GDPR Compliance – Where Are We Now?" Egress Software Technologies, 2019
3. "Data Strategies Needed to Future-Proof Business," DataIQ, 2019