

Impact of BAD DATA



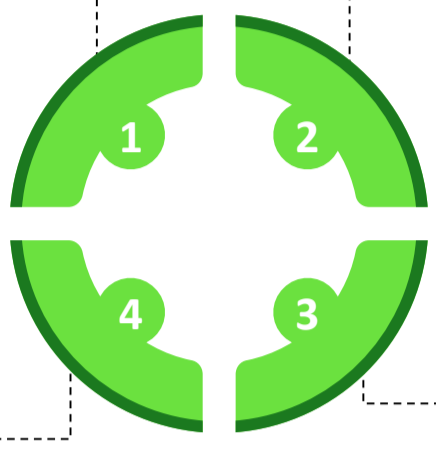
SOME ALARMING FACTS ABOUT BAD DATA

Around **70%**  companies struggle with **POOR DATA QUALITY**

Poor Quality data can cost businesses at least **30% OF THEIR REVENUES**¹



You might be Shelling Out as much as **\$100 PER DIRTY RECORD**²







Poor Data Quality costs organizations an average of **\$10-15M A YEAR**⁴

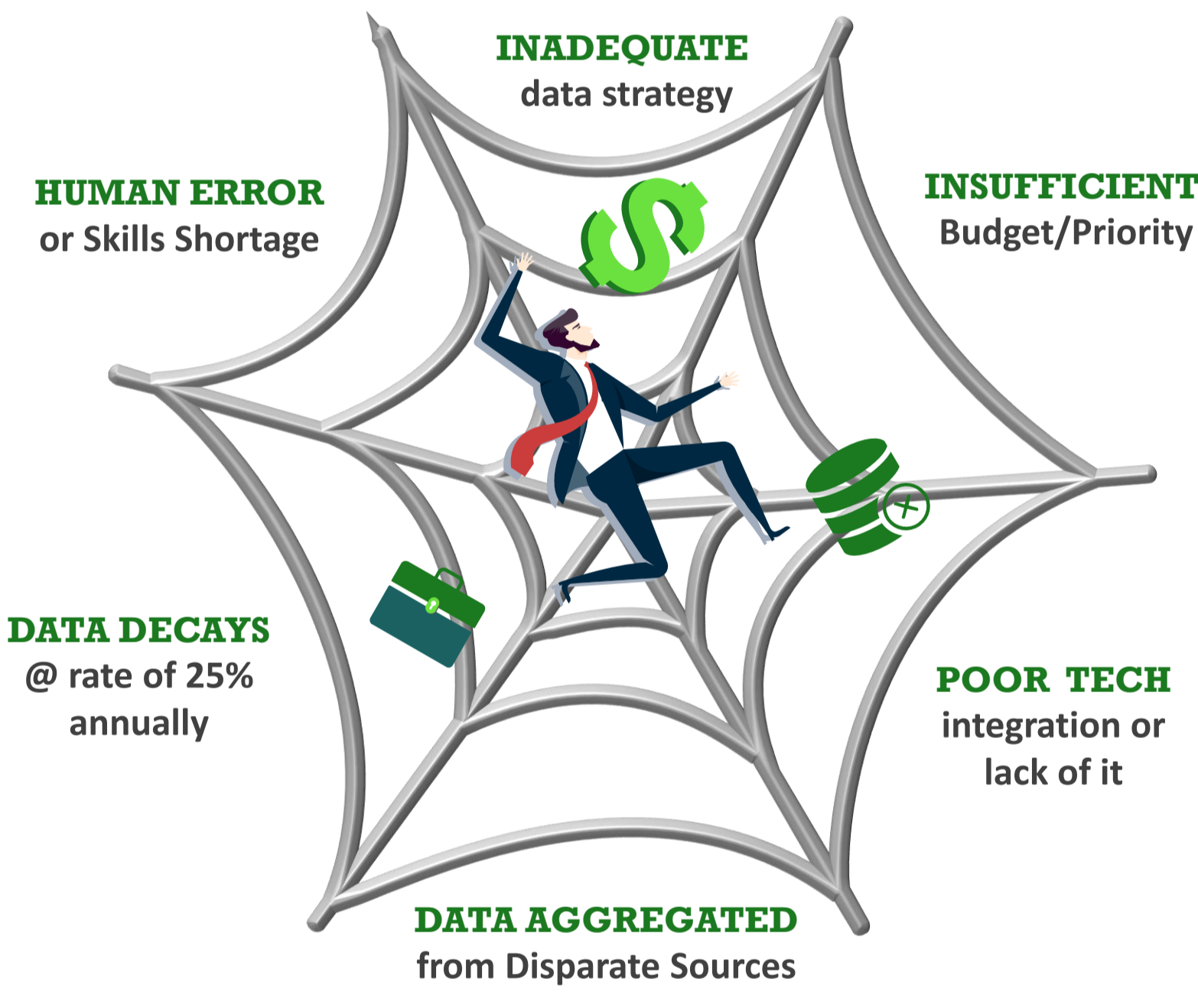


Bad Data costs the **US \$3T PER YEAR**³

WHAT IS BAD DATA?

-  **Incomplete or Missing Records**
-  **Duplicate Information**
-  **Age old Information**
-  **Incorrect or Suspect Data**

WHAT CREATES A BAD DATA TRAP?



BAD DATA CAUSES A DOMINO EFFECT



WHAT CAN GOOD DATA DO...



Help you reach decision makers **4x faster**



Reduce sales cost by **40%**



Increases chances of prospecting by **300%**

Resolve your data challenges with us

A trusted data solutions partner to fortune enterprises



Data-as-a-Service | Data Cleansing | Data Analytics | Content Moderation

SOURCES: 1. Ovum 2. Sirius Decisions 3. Harvard Business Review 4. Gartner