

# 7 Habits to Unleash the Power of High Quality Data

Increase sales and marketing productivity.  
Improve email deliverability.  
Enhance business development.

Data is fuel for any growing organization.



**40%**  
of business objectives fail due to inaccurate data.



**25%**  
of the average B2B database is inaccurate, and bad data costs U.S. businesses more than **\$611 billion** each year.



An organization can generate up to **70%** more revenue based solely on clean data.

Transform the following best practices into habits and set your organization up for success.

## 1. AUDIT:

Assess your current data. Do you have what you need to reach organizational goals and segment appropriately? Is each record complete, with email address, phone number, industry? Do your contacts reflect the key attributes of your target audience?

## 2. CLEANSE:

Verify that the data you have is complete and current. Make necessary corrections and remove any duplicate information.

## 3. APPEND:

Add missing pieces of information to the contacts you already have and seek out information that will better serve your goals (ex. a work email over a general email).

## 4. AUGMENT:

Add data to your database by identifying new contacts that match the profile of your ideal buyer. Make augmenting easy with the help of a data partner.

## 5. TAG:

Make your data work better for you by adding keyword identifiers. This enables you to compile important sets of data with a quick search and segment contacts into groups for more targeted messaging.

## 6. MONITOR:

Assign responsibilities for oversight and regular cleansing. As you establish and employ supervision, you will retain functional efficient data that leads to business development.

## 7. MAINTAIN:

Maintaining high data standard takes a team effort. Teach organizational leaders to prioritize these habits and to communicate the goals and strategies of this process to everyone who handles data.

Great data can be the perfect fuel for your organization, but like any other type of fuel, adding it once is not effective. Do not let your organization stall out. Make these habits part of your company culture and watch it grow.

Resources:  
36 B2B Data Statistics: The Effect of Dirty Data on ROI. (2017, April 18). In zoominfo.. Retrieved from <http://blog.zoominfo.com/the-effect-of-dirty-data-on-roi/>