NuGrowth Accelerator
Strategic Business Development for Salesforce

UNLEASH THE POWER OF HIGH-QUALITY DATA

Increase sales and marketing productivity, enhance targeting capabilities, and improve email deliverability with a stronger target audience database.

"Poor data quality is a primary reason for 40% of all business initiatives failing to achieve their targeted benefits." – Gartner

BAD DATA COMES IN MULTIPLE FORMS:

DUPLICATE (creates inefficiencies); **OUTDATED OR INCORRECT** (wastes time and risks reputation); **INCOMPLETE** (limits segmentation and targeting); and **DISORGANIZED** (limits effectiveness). More often than not, this occurs because of a comfort level with the status quo.

DON'T GET COMPLACENT. GET PROACTIVE.

DATA DECAYS RAPIDLY.
According to Zoominfo, each year

30% of people change jobs

43% get a new phone number

66% of people change title or job function

37% of email addresses change

Improve your target audience database with these services from NuGrowth:

▶▶ Data Health Audit

NuGrowth's team of CRM and data experts will do an audit of the health of your CRM database, evaluating your existing sales and marketing data for completeness and effectiveness. We'll look at everything from data quality and completeness to whether you have (and use) the fields necessary to implement effective targeting, segmentation, and reporting.

▶▶ Data Cleanse

To protect your online reputation, lists, particularly email lists, need to be cleaned regularly. NuGrowth will work with our data cleansing partner to screen your list and remove the false or long-dormant emails that serve as spam traps or other deliverability threats.

▶▶ Data Append

Do you have names and phone numbers but not email addresses? Email address but no phone number? Addresses but not industry? NuGrowth will analyze your database and work with our partners to fill in the available missing pieces.

▶▶ Data Augmentation

We will work with you to identify the attributes of your best customers—by industry, by size of organization, by geography, by title—and acquire new data that matches that of the prospect profiles agreed upon by you and the NuGrowth team.

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Interested in learning more?
Contact us at 800.966.3051
or www.nugrowth.com

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[1]Measuring the Business Value of Data Quality. (2011, October 10). In Data.com. Retrieved from https://www.data.com/export/sites/data/common/assets/pdf/DS_Gartner.pdf

[2]Data Decay: Is Your B2B Database Full of Rotten Apples? [INFOGRAPHIC] (n.d.). In Zoominfo. Retrieved from http://blog.zoominfo.com/data-decay-is-your-b2b-database-full-of-rotten-apples-infographic/