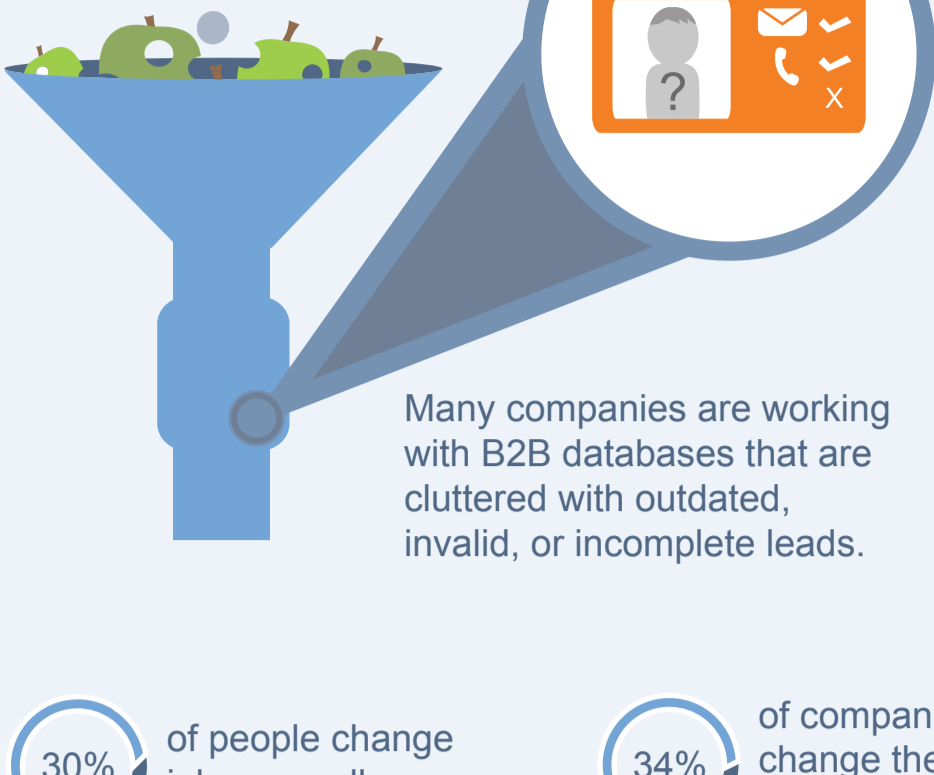


DIRTY DATA

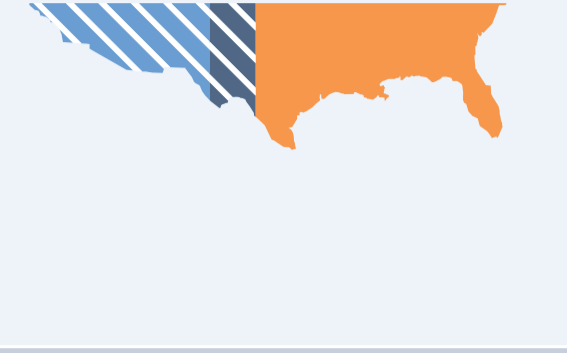
Is Your B2B Database Full of Rotten Apples?

What you need to know about B2B data decay

Databases decay naturally because people change jobs or titles, companies go out of business, and mergers occur.

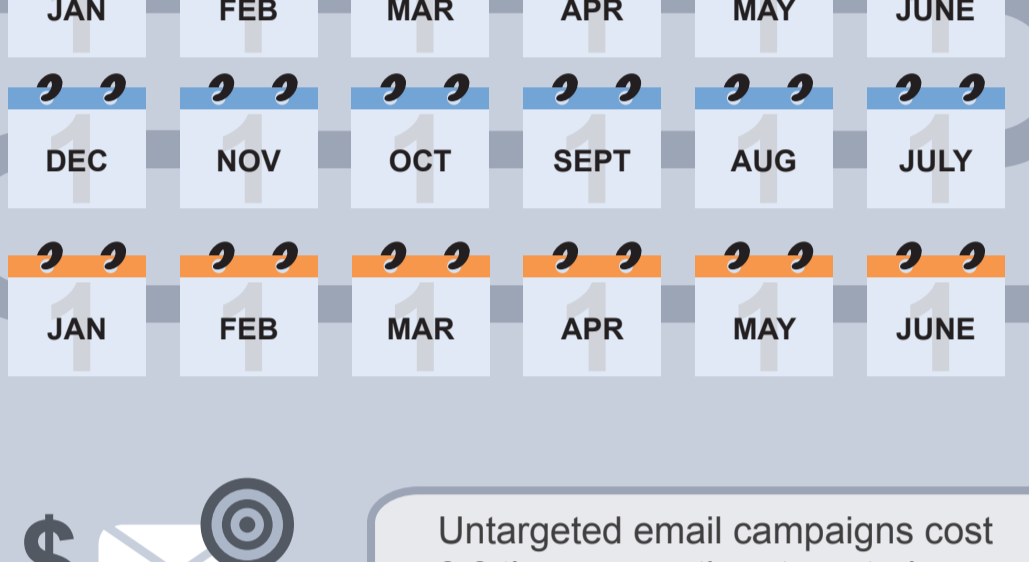


- 30% of people change jobs annually
 - 34% of companies change their names annually
 - 66% of people's titles and/or job function change annually
 - 37% of email addresses change annually
 - 43% of people's phone numbers change annually
- The U.S. Department of Labor projects a 30 - 40% annual turnover rate in corporate America



- 62% of organizations rely on marketing/prospect data that's 20% - 40% inaccurate
- 10-25% of B2B database contacts contain critical errors
- 40% of business objectives fail due to inaccurate data

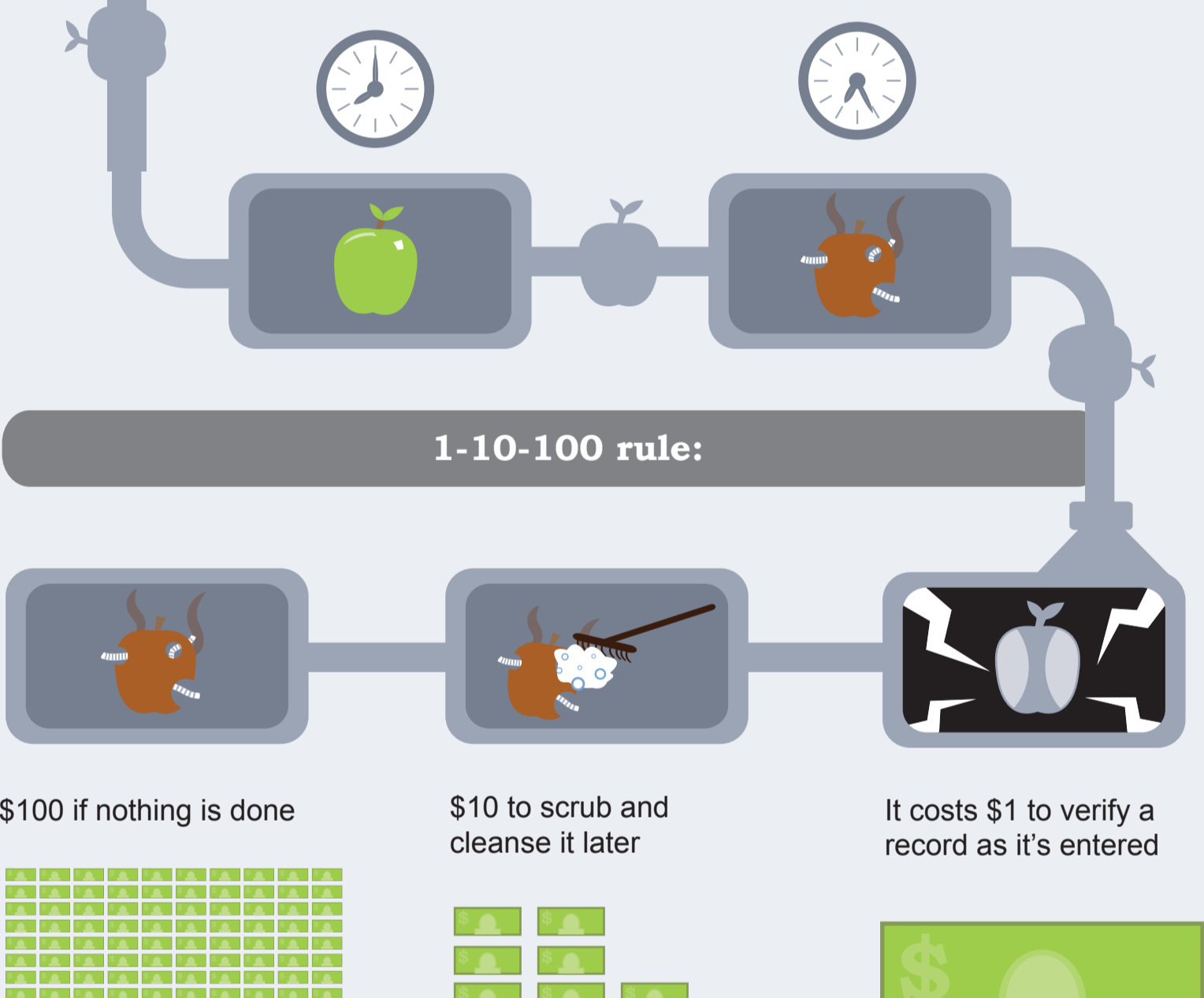
Prospect and customer databases double every 12 - 18 months



Untargeted email campaigns cost 3.6 times more than targeted ones



The longer a rotten apple remains in your database, the more expensive it becomes to deal with!



- 94% of businesses suspect that their customer and prospect data is inaccurate
- 50% of IT budgets are spent on data rehabilitation



The Negative Impact Dirty Data Has on the Sales Team

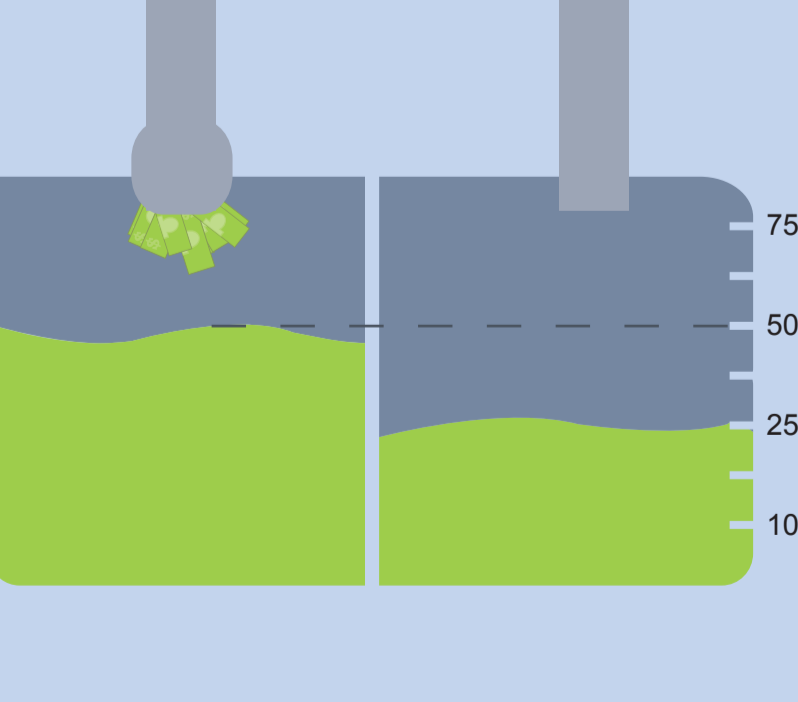
Data has a deep correlation with sales performance.

When organizations were asked to determine the impact of bad data on the company here's what they had to say:

- 44% indicated it affected the sales team's ability to reach and/or communicate with prospects in key organizations
- 26% said response rates to email campaigns were impacted

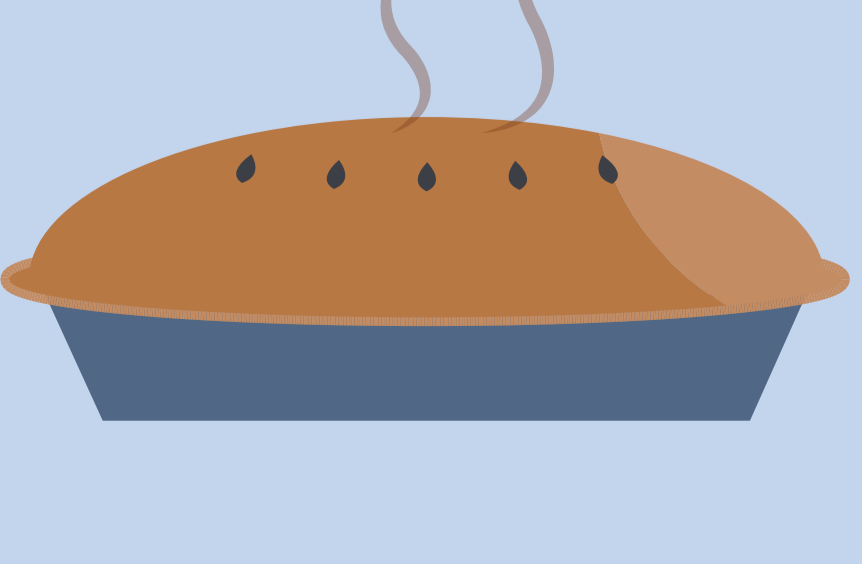
30% cited direct sales

Conversion rates are roughly 25% higher between the inquiry and the sales qualified lead stages for organizations that have clean data.



- 66% Organizations with clean data reported boosted revenue
- Saves sales teams time
- 30% of organizations currently have no strategy to update inaccurate or incomplete records
- 1/3 or more leave inaccurate or incomplete records in their databases, requiring sales teams to update records as frequently as possible

Zoominfo can turn your rotten apples into apple pie! Find out how today by calling 866-904-9666 or visiting www.zoominfo.com



Sources:
<http://www.zoominfo.com/blog/infographic-b2b-data-disorder/>
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