3 Questions we asked to understand data maturity

Our latest data management research surveyed over 500 organizations on how data quality impacts their business growth. **Live on our webinar, we asked our audience three key questions on the state of their data maturity. Here's how your peers responded:**

1

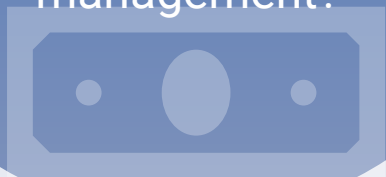How is the importance of accurate data perceived by your organization?

Almost half of our audience say data accuracy is business critical

2

Is your organization investing in the people, technology, & skills needed to improve data quality and data management?
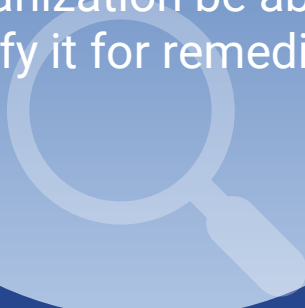
Half of our audience are investing in improving data quality on some level
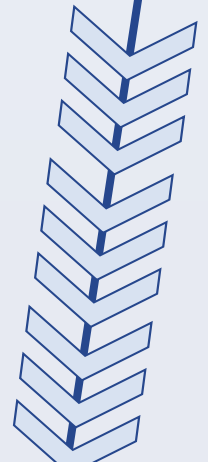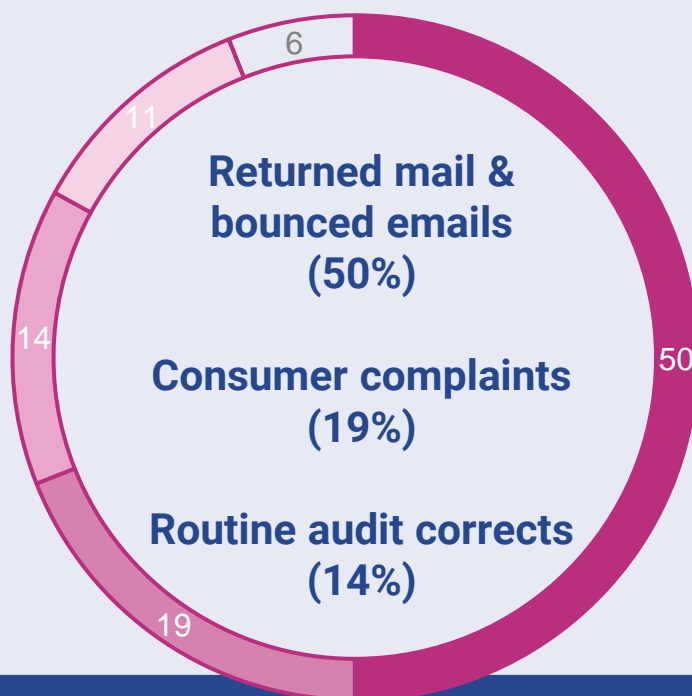
3

If 30% of your contact data was inaccurate, would/when would your organization be able to identify it for remediation?

6

11

Returned mail & bounced emails (50%)

14

50

Consumer complaints (19%)

Routine audit corrects (14%)

19

Sound familiar but don't know how to get started? Our **Data Report Card** can give you a first-look into how accurate your data is today. That way, you can make your next move.

Contact a data quality expert today