

# Why data quality is your secret weapon this holiday season

The holiday rush brings big challenges—soaring demand, tight delivery windows, and rising fraud risks. One often-overlooked advantage can make all the difference: **data quality**. With clean, reliable data, you can move faster, plan smarter, and deliver better. Let’s take a quick look at why it matters.

Gartner reports that poor data quality costs organizations **\$12.9M** annually

## Bad data → Big problems



**Incorrect inventory**  
→ Overselling and stockouts



**Outdated customer info**  
→ Failed deliveries and increased returns



**Unreliable results**  
→ Poor decisions and wasted spend



**Duplicate records**  
→ Broken automation and skewed metrics

## Good data → Holiday superpower



**Enhance customer service**



**Improve operational efficiency**



**Achieve strong marketing ROI**



**Manage risk effectively**



**Build scalable data infrastructure**

## 5 tips to boost data quality before the holidays

1. **Audit** your data
2. **Automate** validation
3. **Clean** your contact lists
4. **Train** your team
5. **Monitor** continuously

## Make this your best season yet

Partner with **Experian®** to:

- Cleanse and enrich your data
- Monitor data health
- Build trust and drive better outcomes

**Get in touch and start your data quality initiative today!**

