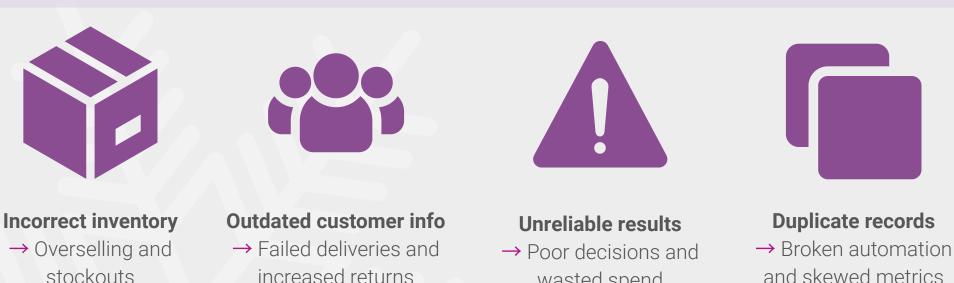
Why data quality is your secret weapon this holiday season

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



Good data → Holiday superpower



Enhance customer service



increased returns

Improve operational efficiency





wasted spend



Achieve strong marketing ROI

Manage risk effectively

Build scalable data infrastructure



5 tips to boost data quality

Bad data \rightarrow Big problems



- 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!



Source: https://www.gartner.com/en/data-analytics/topics/data-quality