

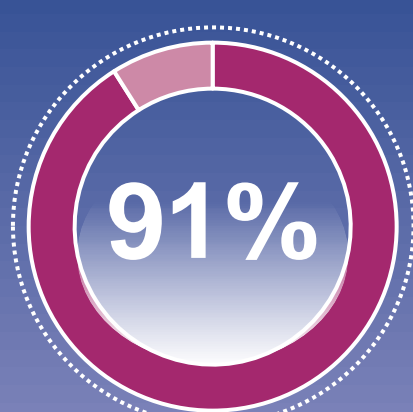


The data quality imperative

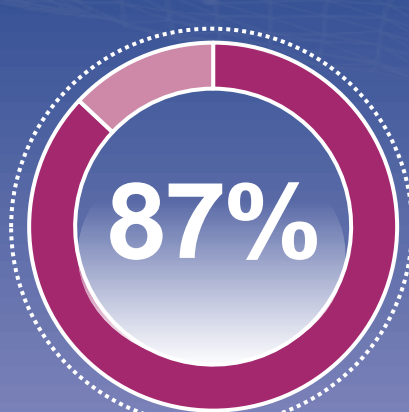
Today's everchanging market has challenged business leaders to capitalize on their wins and learnings, pivot quickly, and use data to actively anticipate economic trends.

Our latest research surveyed over 500 organizations across the U.S. on how data quality is managed today and how it's being scaled for growth. What we found: The most successful businesses are the ones that realize that being data-driven goes beyond the database.

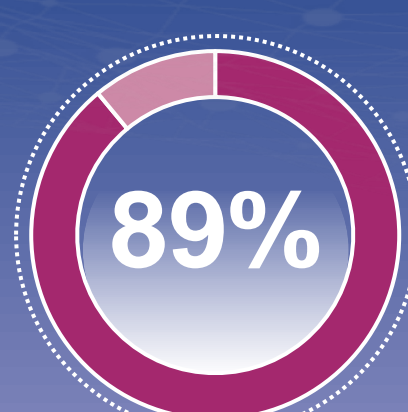
Our study proves Data is foundational



say investing in data quality has positively impacted business growth



believe that data quality is fundamental to the core of their business operations



say that implementing data quality best practices has improved their business agility

State of trusted data

To know where to go, it is important to know where you have been. In a digital-focused landscape, organizations are collecting more data than ever before. Here is how leaders perceive their data today.



On average, U.S. organizations manage **19** databases



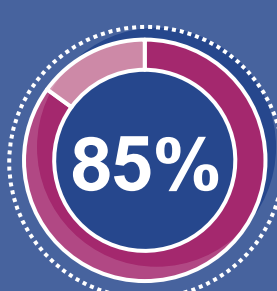
Over two-thirds of organizations collect contact data through **online applications**



Almost three-quarters of organizations say **email** is a **top channel** to reach customers

Scaling data quality

Scaling data programs through automated technology and development enables the entire business to embody a data-driven culture, drive competitiveness, and fuel business agility.



of leaders say they need to automate data quality activities to overcome skill shortages, reduce effort, and speed up analysis. **Once automated, leaders expect to see:**

Better customer experience

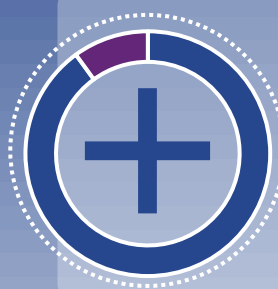
Operational efficiency

Greater customer retention

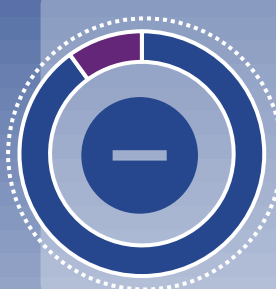
Revenue

Growing business with data


Improved customer experience, greater business agility, cost savings, and revenue are top benefits of further investment in data quality—all of which feed into business growth.



90% of organizations say improving data quality has had a **positive impact** on customer experience



85% say poor quality contact data negatively impacts business processes and efficiency



Across the U.S., we continue to experience economic highs and lows resulting in the need for rapid market response. The businesses that have sustained growth and their competitive edge have realized a vital part of their operation: Data quality.

Download our research today.

