

# TOP 3 DATA TRENDS



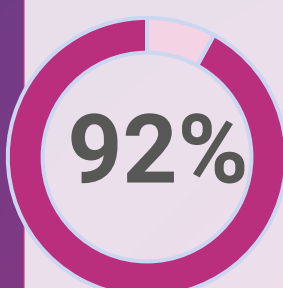
YOU DON'T WANT TO MISS

We want to let you in on a little secret: Data management impacts business growth. It's true, data is trending. Our latest research unlocks the power of data—and your business.

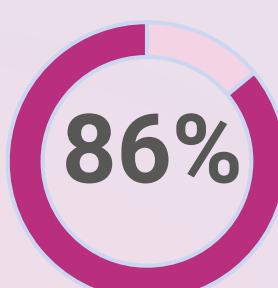


## 1 INVESTING IN DATA

Organizations are investing more in their data management. Where are they allocating their money? Technology, skills, and data strategy.



92% of organizations have invested in data management over the last 12 months—over half are heavy data investors



86% of organizations say they believe investing in data management directly impacts their business growth

## 2 PRIORITIZING PEOPLE

People—data pros, IT, and business users alike—are essential to a successful data management program. Empower them to discover the power of data.

Increasing focus on the **data experience** to become more data driven



Prioritizing **data literacy skills** to empower users and more quickly see ROI

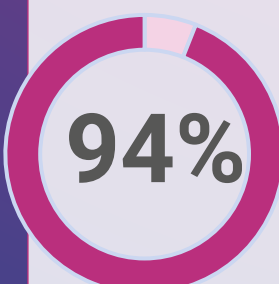


**Democratizing data** is a key part of data management

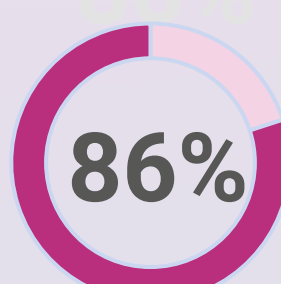


## 3 IMPROVING DATA QUALITY

Organizations find data quality is essential to future success. More specifically, email, phone, identity, and address data are more important than ever before.



94% say the quality of contact data has become more important over the last 12 months



86% have invested in the quality of their contact data



It's this simple. We recently surveyed over 500 business leaders in the U.S. on their journey to a data-driven culture.

Read the research at [edq.com](http://edq.com)