

# DON'T LET BAD DATA HAUNT YOUR HOLIDAYS

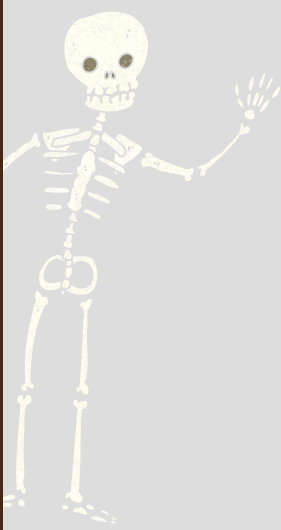
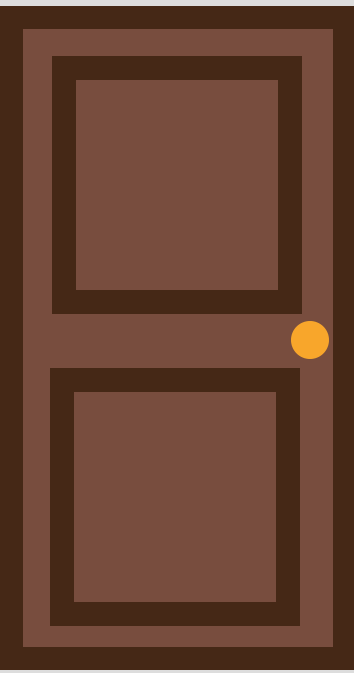


While ghosts, goblins, and ghouls are spooky, bad data is far scarier for retailers. With the holiday season fast approaching, Halloween is the perfect time to uncover what eerie errors may be hidden in your data. With the right strategy, you can defeat all your data demons.

## 1. Beware of zombies

Contact data for businesses decays at a rate of

**2%**  
per month



## 3. Don't let bad data come back to bite you

**69%**

of retailers believe that data quality issues impact customer trust and perception



## 5. Learn what's lurking in your data

Profiling your data gives you instant insight into what issues may be lingering within your database. With a little hocus pocus you can easily identify and resolve these issues before they haunt you



## 2. What skeletons are hiding in your closet?

Retailers estimate that around **25%** of their current customer or prospect data is inaccurate in some way



## 4. Clean out the cobwebs

When is the last time you cleansed your database?

If you aren't regularly updating your customer contact information, who knows what kind of out-of-date data may be creeping into your campaigns



## Trick or treat?

Is your data leading to success, or is it leading you astray? Experian Data Quality can help turn your data from frightful to insightful.