

# Is Dirty Data Clogging Your Marketing Engine?

According to Biznology,\* B2B data decays at a rate of more than 5% per month or 70.3% per year. In their study, 3.8% of respondents had changed names within 12 months, 65.8% changed titles or job functions, 42.9% changed phone numbers, and so on. Add to that the fact that a high percentage of lead records are typically missing information. [According to our clients](#), as many as 85% are incomplete as they enter their CRM or marketing automation systems. And, we're all relying on this data to drive marketing success.

So how are you supposed to beat the competition in this race to find and engage with the best leads, when dirty data is slowing your marketing engine – causing you to miss key opportunities and waste time chasing bad leads?

Do what high performance companies do; implement a data management program with InsideView. The sooner you do, the lower the cost.

## SCHEDULE A DEEP CLEANING

Enlist InsideView to do a one-time deep cleaning of your existing company and contact database. Give us the file and we'll do all the work. We'll find and fix inaccuracies, identify duplicate records, and add up to 40+ fields of missing information.

## PUT YOUR RECORDS UNDER MANAGEMENT

Once your data is clean, you'll want to keep it clean to maintain your engine's performance. InsideView makes it easy, with simple, REST-based APIs that enable you to build automated routines to validate and enrich new data as it enters your system and regularly refresh the data already there to keep it from getting stale.

## CHOOSE THE DATA PLATFORM YOU CAN TRUST

Of course your cleaning routine is only as good as the quality of the data you use to refresh your database. So how do you choose the best data provider?

For starters, understand no data provider can deliver 100% accuracy. If they say they can, don't trust them. It's as impossible as trying to hold water in your hand. But you can get data significantly more complete and current than what you have today, and it will have a direct impact on your bottom line.

So how do you choose? We recommend you choose the provider who uses the most complete, leading-edge data gathering and validation methodologies, has the highest accuracy ratings, and demonstrates ongoing technological leadership.

### THE MULTIPLYING COST OF DIRTY DATA

The longer incorrect records remain in the database, the more expensive it becomes to deal with them. In data management circles, this point is illustrated by the 1-10-100 rule: It takes \$1 to verify a record as it is entered, \$10 to cleanse and de-dupe it, and \$100 if nothing is done, due to lost opportunities and wasted resources

– **SiriusDecisions**

\*Source: Biznology, [B2B data decay and list rental – buyer beware!](#), February 13, 2015.

**HERE'S HOW INSIDEVIEW STACKS UP.**

InsideView employs a proprietary “MTV” methodology to gather, analyze, and validate data.

**M**ulti-sourced. InsideView gathers data from multiple sources – more than 40,000 editorial, news, financial, and social sources – including world-class vendors such as Thomson-Reuters, CapIQ, and Equifax. Of equal importance, we employ multiple data creation and gathering methodologies, unlike a number of commercial data providers. This matters because each methodology has strengths and weaknesses. For example, crowd-sourcing produces a large volume of data, but the data tends to have a high percentage of duplicate and stale records.

**T**riangulated. Triangulation is at the heart of InsideView’s algorithmic technology, which also takes advantage of machine intelligence and text analysis to validate and make sense of diverse and conflicting information. Simply put, our data scientists teach computers to “think” like humans – to take bits of structured and unstructured data, see the relationships between the bits, understand their meaning, and convert the result to useful information. Once “taught,” the computers can process massive amounts of data with human-like logic at infinitely faster speeds. Which is necessary in a world where Big Data is getting bigger every second. And the rate at which it changes is growing even faster.

The essential premise of triangulation is that consensus among multiple sources is the best indicator of truth. The broader the agreement, and better the source, the more reliable the data. We pull data from thousands of sources, not simply to amass enormous amounts of data, but to triangulate each point to determine its validity and usefulness.

**V**alidated. Triangulation is our primary means of validating data, as the most reliable way to automatically and continuously authenticate large volumes of data at scale. It’s the reason our contact data is up to 20% more accurate than that of other data providers. And it’s how we make our data more intelligent. Then we go one step better, providing an easy mechanism for users to flag and correct inaccurate data points, which our editorial staff verifies before updating the official record.

**A History of Technology Leadership**

InsideView started delivering intelligent B2B data nearly a decade ago. When others were relying on a single source of data, InsideView gathered data from multiple sources. While others relied on human editorial teams to validate data, we developed algorithms to validate data with human-like logic, at speeds humans could never touch.

Today, others talk about having thousands of sources and using triangulation. We were there years ago and we continue to lead the way with patents pending on several innovations.... while others work to catch up.

InsideView data must meet a rigorous standard of reliability before we'll present it to you. The result? ***Our contact data is consistently up to 20% more accurate than that of other data providers.***

**START WITH A FREE DATA DIAGNOSIS**

Doing data right requires a serious commitment, so it’s important to know how serious your problem is. We make it easy to find out with a free self-service Data Diagnostic that offers an intuitive interface and returns results in minutes.

Visit [www.insideview.com/solutions/data-diagnostics](http://www.insideview.com/solutions/data-diagnostics) to see how your data measures up. Then contact us to start cleaning the fuel in your marketing engine.