

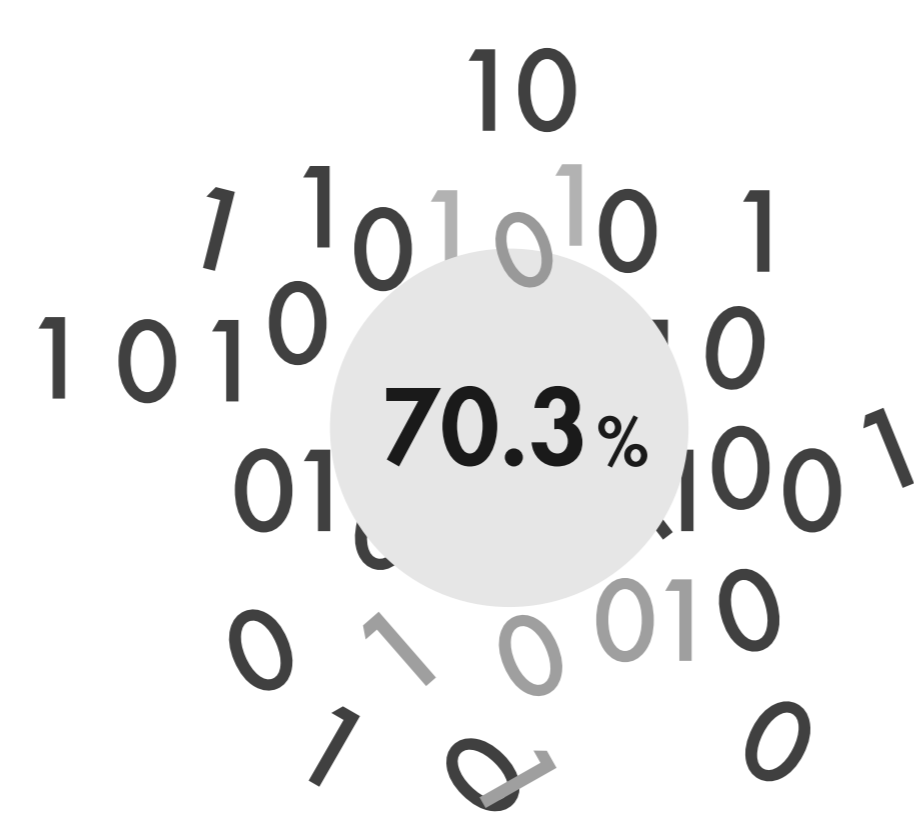
# Can you trust your marketing contact data?

Bad Data = Bad Customer Experience

The poor, the bad, and the ugly of dirty data

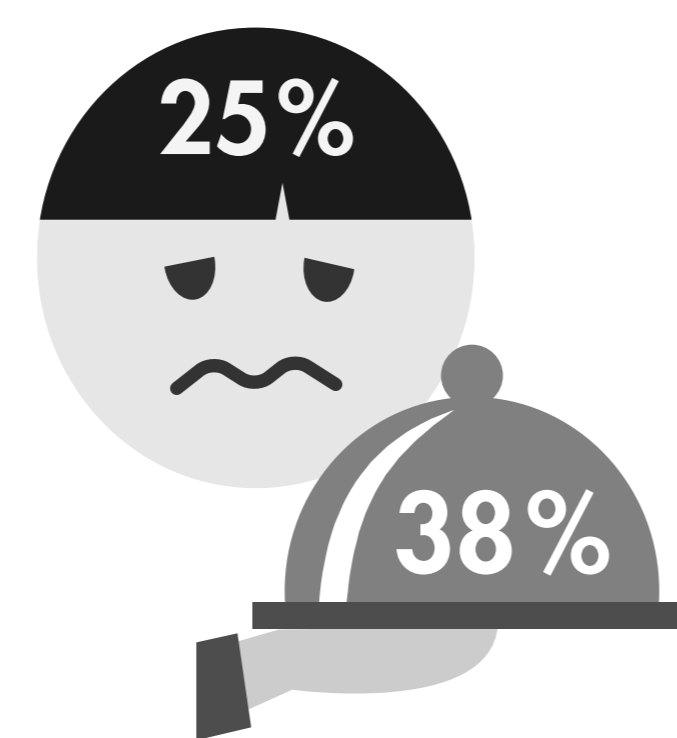
Let Informatica Data as a Service help unplug your marketing pipeline

B2B data decays at a rate of **70.3%** per year<sup>1</sup>



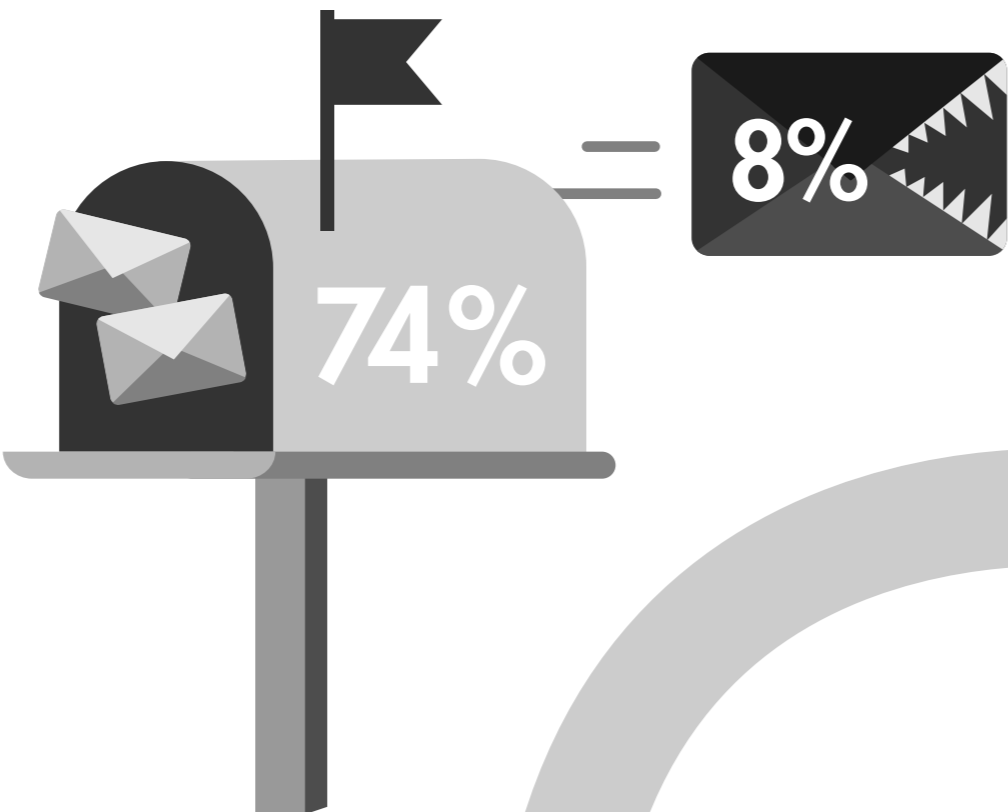
Only **25%** of businesses are successful in optimizing revenue with great data. The remaining **75%** waste **14%** of revenue annually due to bad data quality.<sup>2</sup>

**38%** of CMOs are seeing increased customer service roles; **25%** don't feel prepared to manage the responsibilities<sup>3</sup>



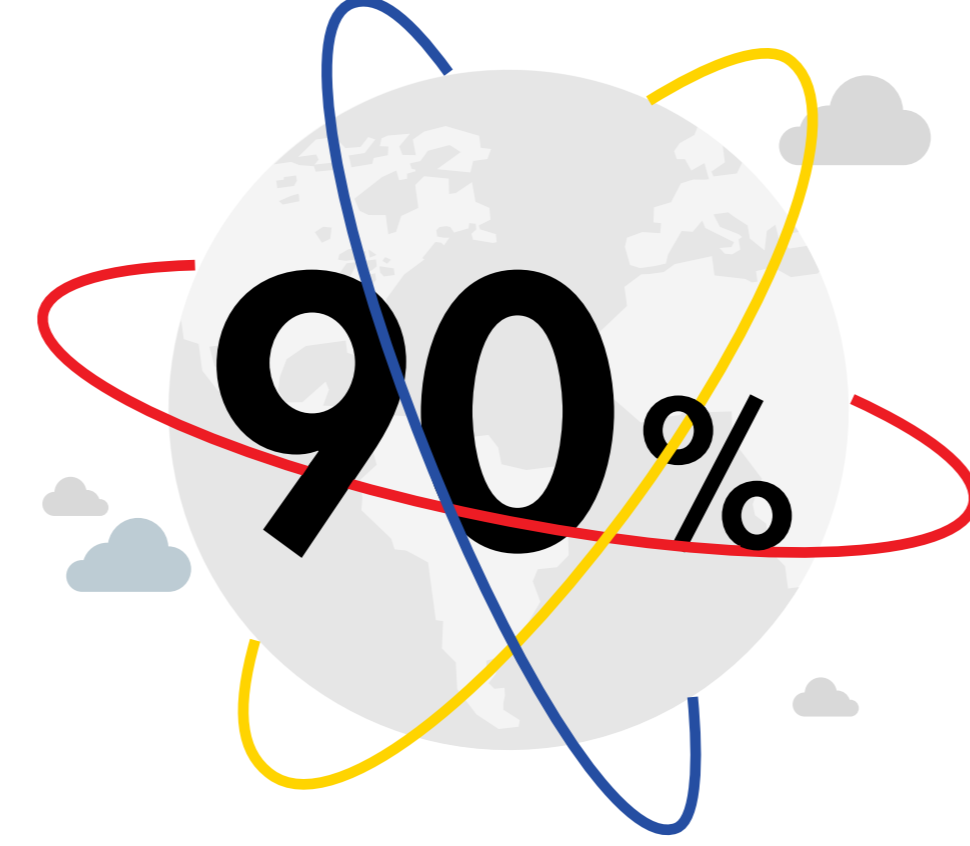
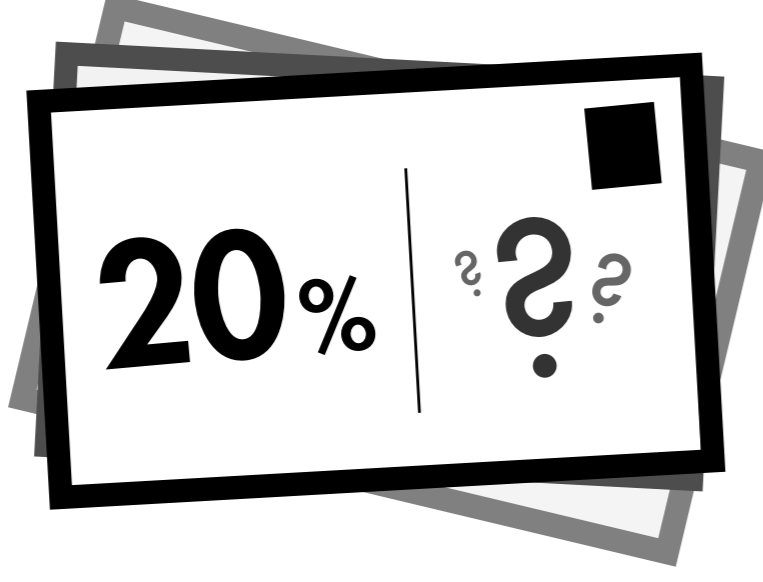
By 2016 companies in every industry will be competing primarily on the customer experience; be confident you can compete!<sup>4</sup>

Email addresses change at a rate of about **23%**<sup>5</sup>  
 Email threat risk averages about **8%**<sup>6</sup>  
 Email deliverability is about **74%**<sup>6</sup>



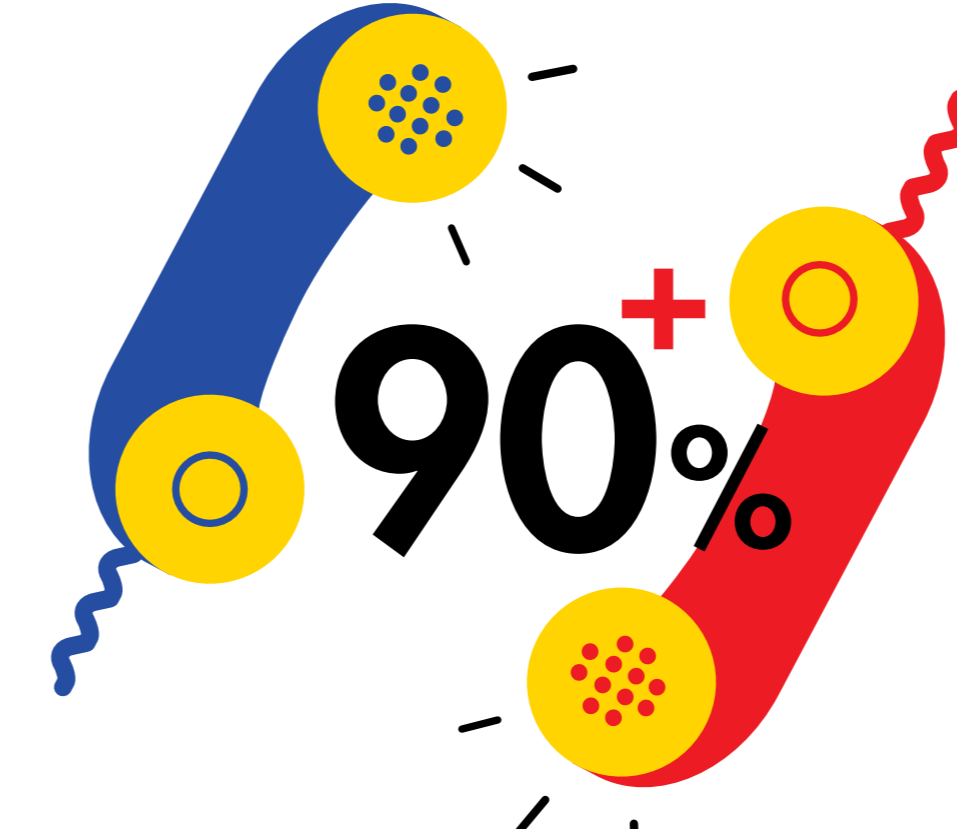
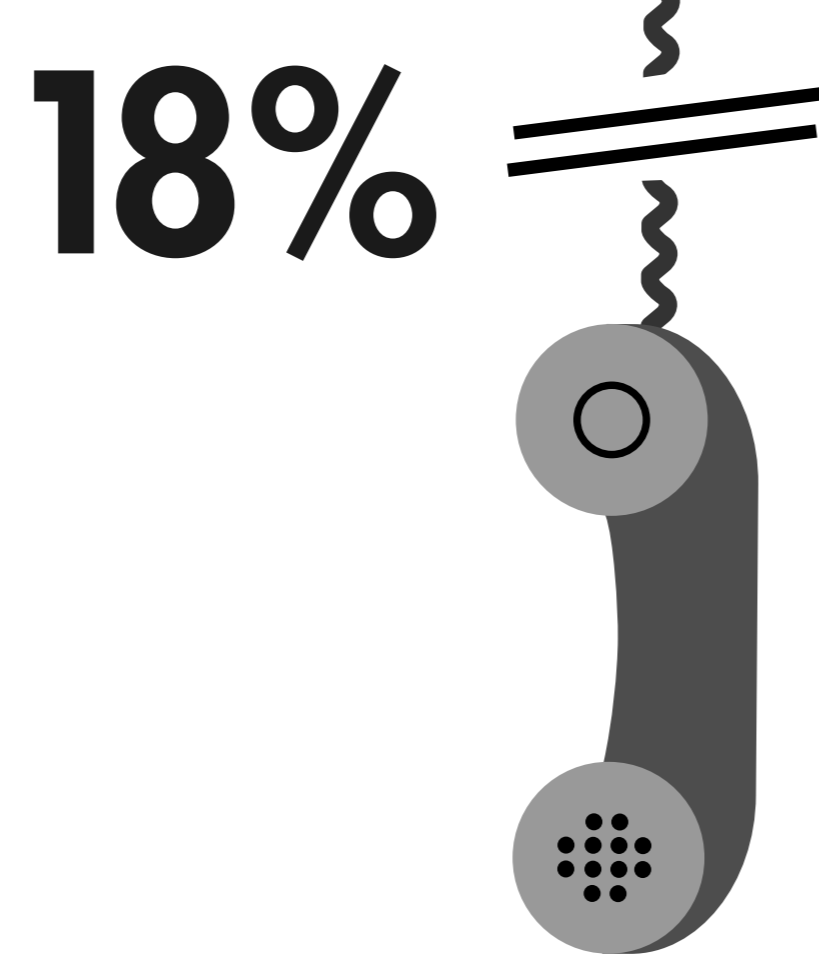
Email marketing ranks #1 in ROI vs. other channels with nearly \$40 return for every dollar invested<sup>7</sup>  
**Recommended email deliverability is 90% or more!**<sup>8</sup>  
 There should be **NO** email threat risk

**20%** of all postal addresses change every year<sup>9</sup>



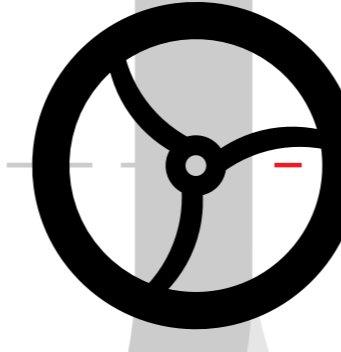
Improve customer contactability and reduce wasted postage by **90%** or more with Informatica's cloud-based solution

About **18%** of all telephone numbers change each year<sup>10</sup>



With phone validation, we can get you to the recommended phone connection rate of **90%+**

No Informatica Data as a Service solutions



With Informatica Data as a Service solutions

Bad data hurts marketing's reputation and leads to:

- Time wasted in chasing dead leads and cleaning dirty data
- Non-loyal and frustrated customers
- Revenue leakage & lost opportunities
- An unhappy sales team who struggles to close deals from off-target leads
- Too many email bounces will land you on the dreaded email blacklist

With Informatica Data as a Service, marketers can:

- Increase efficiency
- Improve customer satisfaction
- Save costs and avoid revenue leaks
- Increase opportunities with better profiling to keep messages on target
- Stay on the email whitelist

Download the Complimentary eBook:  
**Five Steps to Marketing Genius – Improving the Customer Journey**

<sup>1</sup> Bizology, B2B data decay and list rental – buyer beware!, February 13, 2015: <http://www.insideview.com/project/7-reasons-to-clean-up-your-dirty-lead-data/>  
<sup>2</sup> Experian, The Well-Oiled Data Machine, February 3, 2014: <https://www.edq.com/uk/blog/the-well-oiled-data-machine/>  
<sup>3</sup> Salesforce, Marketing Cloud, Bridging the Digital Divide, Retrieved on January 18, 2016 from <http://www.exacttarget.com/digital-divide>  
<sup>4</sup> Gartner, Gartner Survey Finds Importance of Customer Experience on the Rise, September 29, 2014: <https://www.gartner.com/doc/2857722/gartner-survey-finds-importance-customer>  
<sup>5</sup> HubSpot report on database decay, Retrieved on January 20, 2016 from: <http://www.hubspot.com/database-decay>  
<sup>6</sup> Netprospect.com, Workbench: My Marketing Data 2, December 10, 2013.  
<sup>7</sup> Adobe, Digital Marketing Blog, 14 Email Marketing Statistics You Need to Know, Original source: Direct Marketing Association, June 5, 2013. <http://blogs.adobe.com/digitalmarketing/email/14-email-marketing-statistics/>  
<sup>8</sup> Reachforce.com, 6 Quick Dirty Data Stats, July 27, 2015, Original Source: D&B. <http://www.reachforce.com/blog/6-quick-dirty-data-stats/>