

THE COST OF DIRTY DATA

\$100k
deliverable

100,000
contacts
(\$1.00/contact)



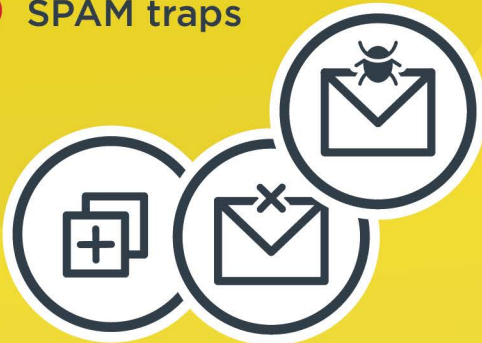
\$76k
deliverable

24% average annual rate of deterioration



\$74k
deliverable

2% duplicates
undeliverables
SPAM traps



\$49k
deliverable

Poor targeting,
reduces response

25% not valid,
incomplete



Total Cost
of Dirty Data
\$83,130

\$16,380
25,000 Bad Contacts

\$15,750
25,000 Volumed Contacts

\$51,000
51,000 Replacement Contacts

Types of Bad Data

- Invalid
- Ambiguous
- Incomplete

Refresh with the



Curious to see how much dirty data is costing you and how much it's impacting the success of your campaigns?

Request a **free data health assessment** to see how you can improve the overall quality of your database at reachforce.com/dirtydata