THE COST OF DIRTY DATA

$100k deliverable
100,000 contacts ($100/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
$1,500 Replacement Contacts

Types of Bad Data

Invalid
Ambiguous
Incomplete

Refresh with the
CLEAN DATA PERFORMANCE
BOOST

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