

Is Data Decay Spoiling Your Business?

Just like neglected muscles or a forgotten container of leftovers, data that is forgotten or ignored will not only decline in effectiveness, but also pose a risk to anything that comes in contact with it.



23% of email marketing databases naturally decay each year

B2B contact data can decay as much as **70.3%** per year

Poor quality data costs businesses up to **20%** of annual revenue

Businesses lose up to **550** hours per rep due to poor quality data

Data at the Highest Risk of Decay

Contact Data

Job changes, role changes, and promotions contribute to contact data quickly becoming out of date.



Enrichment Data

Social media profiles, company size, demographic details, and even industry type can all be impacted by mergers, acquisitions, and company closures.

Buyer Intent Data

A prospect's intentions to purchase based on online activities and interactions evolve based on market trends and customer interests, rendering intent data outdated.

Product Usage Data

Changes in customer preference and constant development of new technologies impact how and to what extent customers use products and services.



How Does Data Decay Impact You?

- **Reduced Pipeline:** Connection attempts with leads and prospects that are no longer relevant
- **Strategic Errors:** Decisions may be based on inaccurate data
- **Decreased Efficiency:** Correcting errors by hand is time-consuming
- **Compliance Risks:** GDPR, CCPA, and more make good data management a legal requirement

The risks of data decay are substantial, and decay itself is inevitable. While bringing data back up to health does take time and effort, consistently practicing good data hygiene can help organizations offset the vast majority of issues caused by data decay and instead experience high-performance, smart decision-making.

Restore Your Data to Health

Learn how to diagnose and treat data decay in our free ebook, *Protecting Your Business from the Data Decay Epidemic*.

[Download the ebook now](#)

