



# Circle Up Weekly

## In This Issue

- **Note from our Co-Founder:** Data Drives Decisions – Especially in Software
- **Infographic:** How Bad Data Hurts B2B Companies
- **Featured Article:** How Bad Data Can Negatively Influence Your Decision Making Process – CommenceCRM
- **Solution Spotlight:** CMG Database Maintenance
- **And more!**

A photograph of a dirt path winding through a forest with many thin trees and green undergrowth. A semi-transparent grey oval is overlaid on the upper left portion of the image, containing a quote in bold black text.

**"Good decisions made on bad data are just bad decisions you don't know about... yet."**

- Scott Taylor, The Data Whisperer

### Note from our Co-Founder

Susan walks into your office. She's frustrated because she can't find a specific record on a client – *again*. She expresses her irritation and declares the many shortcomings of the firm's software and her disappointment associated with it. Sound familiar? Of course it does!

We are all guilty of having issues with a particular software or program and quickly default to blaming the tech. However, in this scenario if we were to look further, Susan's issue wasn't the software at all. The issue actually fell with the record never being entered into the system in the first place, i.e., "bad data."

Bad data is "an inaccurate set of information, including missing data, wrong information, inappropriate data, non-

conforming data, duplicate data and poor entries (i.e. misspells, typos, variations in format, etc." – CloverDX.com

It can stem from many places including data transfers, poor system knowledge, rushed entry, etc. And while, "we need a data clean-up" is a phrase in the adult world that is equivalent to "go clean your room", it's equally as needed and vitally important to the health of your organization.

Data drives a large majority of business decisions, including software. And as our friend Scott Taylor said, "Good decisions made on bad data are just bad decisions you don't know about... yet."

Cheers to your success!

Laura Kennedy

Co-Founder



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## **Featured Article**

**How Bad Data Can Negatively Influence Your Decision Making Process**

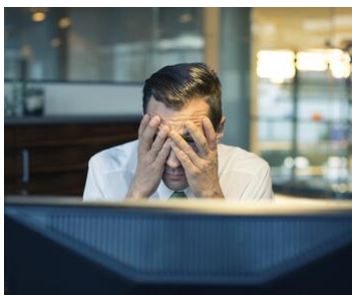
– By CommenceCRM



"Data is one of the most valuable resources any business could have, whether it's for your marketing or sales teams. However, data is only useful when it is of high quality. Bad data that is incorrect, irrelevant, or missing can create issues for you and your company. At best, these problems can be inconsequential but at worst, your company could end up making mistakes or bad choices. - "

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## Fresh Updates



## Flying Blind: How Bad Data Undermines Business"

"As businesses increasingly adopt data-driven systems, processes and strategies and with leaders seeking to "Moneyball" everything from hiring to software development, the importance of maintaining data quality has never been higher."

[Read More](#)



**Switching Software Doesn't Solve Problems** - Laura Kennedy,  
CMG Co-Founder

"The purpose of having practice management software or a document management system in a government agency or law firm is to streamline the workflow, reduce expenses, and lower risk. Yet when problems arise within the agency or the firm, workers are often quick to blame the technology."

[Read More](#)

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## Infographic



77% their data is accurate

33%

of marketers feel that they can rely on CRM data to make decisions

88%

of B2B marketers believe data quality is important to executing an ABM strategy

10-25%

B2B marketing database contacts contain critical errors

## ROOT CAUSE of bad data



### Duplicate Data

An average of 40% of B2B generated leads are invalid, incomplete, or duplicates.



### Invalid and Undeliverable Emails

Conducting a lead generation program without first investing in data wastes 27.3% of a sales representative's time chasing bad data.



### Human Error

59% of all data quality issues to human error.



### Incomplete Critical Data

A strong organization can generate up to 70% more revenue than an average organization purely based on the quality of its data

## How Much Does Bad Data Hurt a B2B Company?

While inaccurate marketing data is annoying, a lack of confidence is hindering many data-driven strategies

### Hurting Sales Productivity

- When sales and marketing professionals are swimming in heaps of dirty data, they are shackled from making informed data-driven decisions.

### Hurting the Business as a Whole

- **88%** of companies have direct impact on the bottom line
- The average company losing **12%** of its revenue.
- **21%** of brands experienced reputational damage

**Inaccurate data wastes 27.3% of sales reps' time**  
That's 546 hours a year


## How to Keep Your Data Clean

### 1. ASSESS EXISTING DATA COLLECTION METHODS

Take a look at your web forms. Are you asking for the appropriate information? Are the labels confusing? Adjust your web forms to get the most accurate and required information.

### 2. PERFORM A DATA AUDIT

Perform a data audit to analyze your existing database and rectify the inaccurate prospect data. However, this might take time.



**PRO TIP**  
Alter your form fields according to the intent of the form. For example, there's no point in asking for all the information for a newsletter sign-up form. Name and email should be enough.

- 3. FIND A RELIABLE DATA PARTNER**  
Look for a reliable B2B data partner that allows you to search for prospects based on criteria that match your best buyers and saves you time. This will give you more time to sell.
- 4. APPEND YOUR DATA**  
Append your sales data once you are partnered with a reliable data provider.
- 5. RE-VERIFY YOUR DATA**  
B2B data decays at a rate of 70% per year. Make sure the data you are using is re-verified, at least, every 90 days.

Source: LinkedIn | HubSpot | Validity

SalesIntel | <https://salesintel.io>

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## Solution Spotlight

### CMG DATABASE MAINTENANCE

#### 1. Emergency Roadside Assistance

Maintenance to remove corrupt records from the database and thoroughly reindex your data.

#### 2. Routine Maintenance

A scheduled maintenance plan designed for you. Includes removal of corrupt records from the database and thorough reindex of your data.

#### 3. Routine Maintenance Plus +

Routine maintenance that can be set up for every month, quarter, etc., to prevent gunk from building up in your engine.

### CMG DATABASE MAINTENANCE

Let us help you to ensure your data "engine" is running in optimal condition!



[Learn More](#)

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