

How to create a more effective data management strategy

As data volumes go up, it's not surprising that data quality is going down.

Follow these 5 steps to improve your data quality, and deliver more productive and cost-effective lead and sales generation campaigns.

Clean your data

Improve the quality of your database and lower your marketing costs by **cleaning and de-duping** your data.

Critical to clean and de-dupe data



Over a third of business data decays each year*, costing UK businesses over

£180m in marketing to out-of-date companies.

Enhanced data leads to increased insight

Enhancing customer data increases retention by

4-5%



It costs up to ten times more** to acquire a new customer than keep an existing one.

Enhance your data

Increase insight by adding extra information to the records you already have to create more detailed customer profiles and cross-selling opportunities.

Analyse your data

Gain valuable insight into who and where your most profitable customers are, and identify untapped opportunities.

Find untapped opportunities

Increase up-sell/cross-sell opportunities by

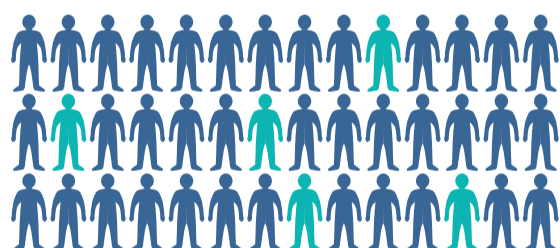
2-3%

Increase win rates by

2-3%



Select the right contacts to ensure you reach the right audience



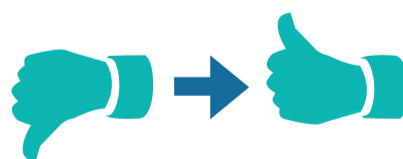
Optimise your contacts

Select the right profiles and contacts to ensure your marketing is reaching the right audience.

Use data-driven marketing

Identify the process you need to ensure new leads entering the sales funnel are efficiently managed to maximise conversions.

Maximise conversions



Reduce vendor costs by

10-20%

Reduce data disparity across systems by

10%

Get the full story on how to improve data quality with our [step-by-step guide](#) to more effective data management.

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