The Cost of Poor Data

The treatment is accurate, real-time data is foundational to the health of your business.

$3.1 trillion

The cost of bad data to the US economy

40%

51%

The number of companies using identity resolution and the percentage of their data that is relevant

Different Sides of the Same Coin

As companies continue to invest in data, customer information that is inaccurate and outdated remains a pain point.

6

Individually, each company suffers from a different number of identities within their database.

50%

All data managers blame basic mistakes for their company’s erroneous data.

The Moneymaker: Identity Resolution

Identity resolution technology connects real-time, up-to-date customer data across a company’s databases to create a comprehensive profile. Using traditional, social, and digital identifiers to create a contact record, you can deliver a 360° view of your customer.

Turning Data into Dollars

The opportunity to deepen your customer relationship is huge.

93%

Of marketers are ineffective at delivering real-time, data-driven marketing across physical and digital touchpoints.

91%

40%

$3.1 trillion

The Cost of Poor Data

Why You Can’t Afford Not to Invest in Real-Time Identity Resolution

Connect up-to-date customer data across your organization for maximum marketing effectiveness.

References:


Begin resolving identities inside your organization today.

Visit www.fullcontact.com/IDR to get started.