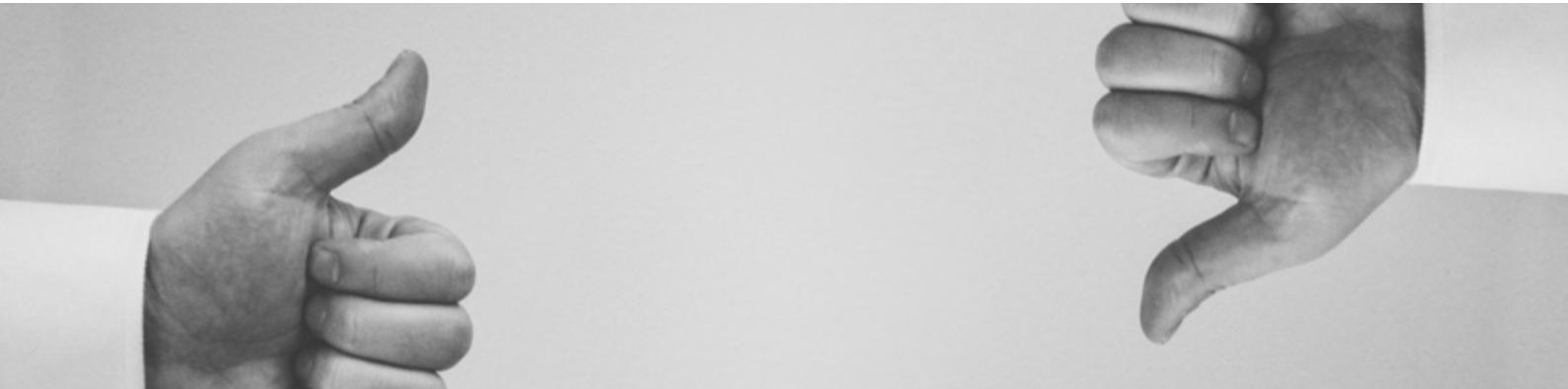


# Is BAD Data Costing You?



The outputs of bad data tend to be the aspects that are focused on the most, annoyances such as telemarketers not able to reach decision makers because they are no longer present. Hard-bounces streaming through due to incorrect email addresses, or even a stack of returned old mailers due to incorrect address details.

These outputs should be seen as more than just an annoyance, they are costing your business money and lost revenue:

## Marketing Wastage

- › £140-£180 per day for an internal telemarketer  
If 25% of data is incorrect you are losing between £35-£45 per day
- › Royal mail quote £1950 to deliver 5,000 mailers  
25% incorrect addresses will cost the business £487
- › Print production of 5,000 prints can vary but in general reach £1,750-£2,500  
Costing upwards of £500 due to incorrect details

## Lost Revenue

The business has identified good target organisations, but the contact intelligence for these companies is out-of-date. Due to this your marketing material isn't reaching the key decision makers. You could be missing out on live projects with requirements being fulfilled by competitors without you even knowing.

All due to BAD data. Take action and ensure your prospect databases are live, fresh, up-to-date and populated with the latest decision maker information available.

If you would like to discuss the hygiene of your marketing data, get in touch with AMS today.