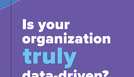
THE STATE OF

CRM DATA MANAGEMENT 2020



Is your organization truly data-driven?

A recent CRM data management study reveals that when it comes to being driven by data, it seems most companies only talk the talk.

In partnership with Validity, Demand Metric measured the impact CRM data quality has on sales teams' effectiveness and a company's overall revenue, **revealing the characteristics of best-in-class companies that prioritize CRM data quality and those that don't.**

Key Findings

86% of participants say their CRM system is key to achieving revenue objectives, **but fully half of the study's participants rate their overall CRM data quality as subpar at best.**

Just 35% of study participants are happy with their lead-to-customer conversion rates. But that figure drops to only 15% for companies reporting poor CRM data quality.

Over one-quarter of study participants report bad data costs them 10% or more in lost revenue annually. And almost half can't even estimate bad data's effect on revenue.

Over one-third of study participants either have no CRM data management process, **or the one they have is ineffective.**

It's time to improve your CRM data.

The study has all the details and recommendations to get you started on the right path, but here are a few key actions you can take to help sales and marketing get the results they're after:

1 Get leadership on board.

When leadership is aware and makes managing data a priority, support will exist for the necessary organizational changes and investments.

2 Put the right team in place.

A cross-functional team managing CRM data correlates to the highest CRM data quality.

3 Automate the process.

With leadership support, cross-functional teams can invest in tools, automation, and third-party data to keep CRM data quality at the highest level.

Download the full report today to start making better business decisions with better quality data to drive them.

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