

Data Management An Essential Part of Marketing Automation

Marketing Automation Day
April 6th, 2022



95%

of businesses have seen negative
impacts due to poor data quality

How poor quality data impacts organizations

36%

Damages the
reliability
of our analytics

32%

Negatively impacts our
reputation and
customer trust

32%

Negatively affects
customer
experience

Does Your Data Measure Up?



Quality data is accurate, relevant,
reliable, complete and up to date.

5 Steps for Effective Data Management



1. Define goals around data

2. Create sustainable data processes

3. Build a system that scales

4. Set governance standards

5. Educate your stakeholders

The Way Forward



Thank You!

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