

2025 Data Quality Survey:

Key Findings to Shape Melissa's
Go-to-Market Strategy



Melissa fielded a quantitative study among 100 decision-makers spanning Finance, Telecommunications, Insurance, Healthcare and Non-Profit organizations in the United States, Brazil, Australia, Singapore, Colombia, Mexico and Panama

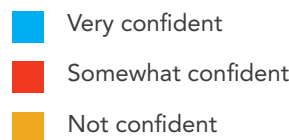
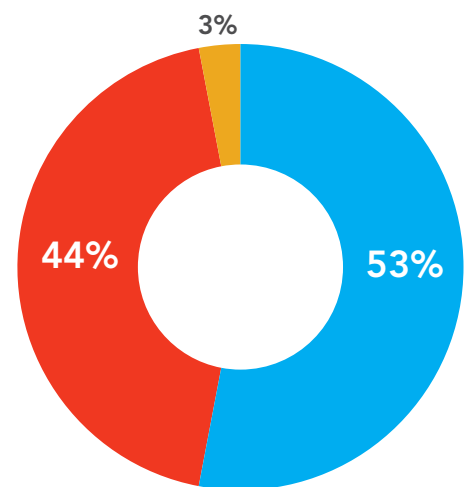
Respondents hold budgetary authority and influence over data-quality initiatives, providing a clear view of market sentiment across geographies and verticals. While surface-level confidence in contact-data accuracy appears high, deeper questioning reveals sizable appetite for automation, concern over manual processes and a lack of awareness around critical issues such as record duplication. The following analysis distils eight focal findings and translates them into actionable direction for Marketing, Business Development and Sales Enablement teams.

1. Confidence Masking Vulnerability

More than half of respondents (53%) describe themselves as “very confident” in the accuracy of their customer and prospect data, and a further 44% are “somewhat confident.” Only 3% openly admit to low confidence.

Taken at face value, these figures suggest a mature market; however, they also point to complacency that Melissa can challenge. Messaging should probe the hidden costs of “false confidence”—for example, the downstream impact of even a one-percent error rate on delivery failures, fraud exposure and customer churn—and showcase Melissa’s real-time validation as the antidote that turns perceived accuracy into provable accuracy.

HOW CONFIDENT ARE YOU IN THE OVERALL ACCURACY OF YOUR CUSTOMER/CONTACT DATA?

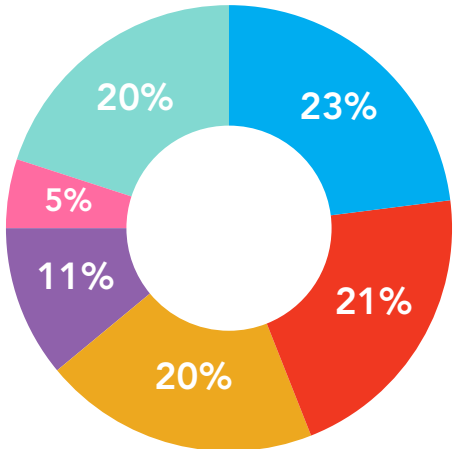


2. Appetite for Simplified Compliance, Blind Spot on Duplication

Despite the seeming confidence in organizational data accuracy, the market is not opposed to meaningful change. When asked which process they would automate first, respondents prioritize compliance monitoring (23%), identity verification (21%) and data enrichment (20%). Contact-data validation follows at 11%, while deduplication is selected by only 5%.

This indicates an underappreciation of how duplicate records inflate costs and distort analytics. Content should elevate duplication from a technical nuisance to a strategic risk—illustrating, for instance, its effect on sanctions screening, customer experience, and financial reporting—while positioning deduplication as an essential pillar of any automation roadmap.

IF YOU COULD AUTOMATE ONE DATA QUALITY PROCESS TODAY, WHICH WOULD IT BE?



- Compliance monitoring
- Identity verification
- Data enrichment
- Contact validation (email, phone, address)
- Deduplication and record matching
- Not sure

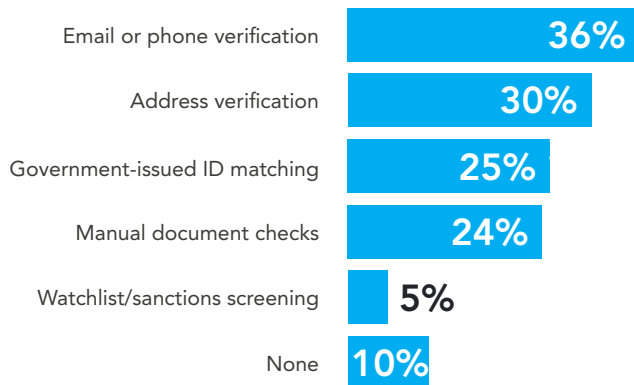


3. Heavy Reliance on Manual Checks, Minimal Sanctions Screening

Manual document review remains commonplace (24%), and only 5% of organizations run systematic watchlist or sanctions screenings. This gap exposes a prime education opportunity: thought-leadership pieces can connect the dots between escalating AML/KYC obligations in non-banking sectors and the competitive advantage of friction-right, API-driven watchlist screening.

Sales conversations should emphasize Melissa’s ability to layer sanctions data on top of address and identity verification, turning a perceived compliance burden into an end-to-end fraud-defense differentiator.

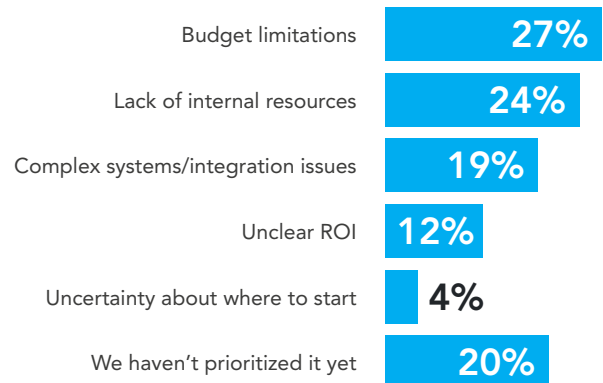
WHAT METHODS DOES YOUR ORGANIZATION CURRENTLY USE FOR IDENTITY VERIFICATION?



4. Barriers That Stall Initiatives and How to Reframe Them

Budget limitations (27%) and limited internal resources (24%) dominate the list of blockers, while complex integrations (19%) and unclear ROI (12%) follow closely. Future content must lead with value realization: highlight flexible pricing models, pre-built connectors and case studies that document measurable savings—such as reduced charge-backs and fewer failed deliveries—to counter budget objections. Material for BDRs should also contain a concise ROI calculator and integration playbooks that show prospects exactly “where to start” and how quickly benefits accrue.

WHAT BARRIERS HAVE PREVENTED YOU FROM IMPROVING DATA QUALITY IN YOUR ORGANIZATION SO FAR?



5. Tailoring the Narrative to Five Distinct Buying Centers

The findings confirm that the path to closed-won status rarely travels through a single stakeholder group, and each constituency evaluates Melissa's platform through a different lens.

IT leadership—the primary gatekeeper in 30% of organizations—focuses first on architectural fit and security posture. Conversations with this audience must lead with REST and SOAP options, SDK availability, FedRAMP authorization, and SOC 2 Type II credentials. Demonstrating how Address, Personator, and Global Verify APIs can be containerized or run in a private cloud neatly answers concerns around data-sovereignty and latency.

Data and analytics teams (23%) wield outsized influence even when they do not control the budget. They scrutinize matching algorithms, reference-data breadth, and false-positive rates because these variables dictate whether enrichment efforts translate into statistically significant model lift. The pre-calculated Melissa Address Key (MAK) and fuzzy-matching logic should be showcased with side-by-side accuracy benchmarks, along with examples of how enriched attributes (e.g., geocodes, household income bands) feed analytical segmentation and propensity scoring.

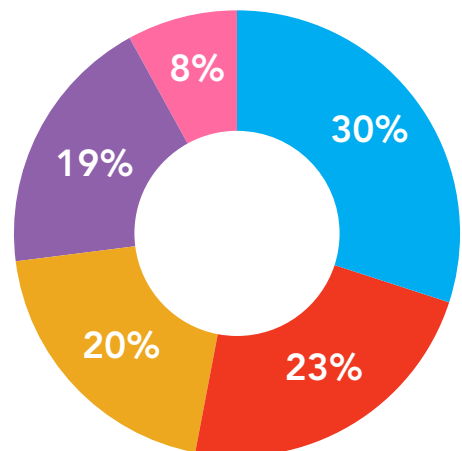
Compliance and risk management buyers (20%) approach the purchase with a different mandate: eliminating regulatory exposure without introducing customer-experience friction. They would respond well to automated sanctions screening across OFAC, EU, UN, HMT, and global PEP lists, as well as to Melissa's GDPR-ready processing controls and HIPAA/HITECH alignment.

Executive leaders (19%) tend to enter late in the cycle to validate strategic fit and financial impact. They look for headline metrics—reduced charge-backs, faster time-to-cash, double-digit lift in email deliverability—that justify the investment. Melissa's case study library should foreground stories in which implementing the solution drove margin expansion or compliance fine avoidance; quick-hit ROI snapshots help these executives champion the project internally.

Finally, marketing and operations personas (8%) prioritize conversion efficiency and fulfillment success. They need proof that instant address autocomplete will cut cart abandonment or that contact-data hygiene will improve campaign return on ad spend.

Creating persona-specific content pieces tailored to each of these groups will reduce the risk of a single objection derailing momentum.

WHO IS MOST INVOLVED IN EVALUATING OR PURCHASING DATA QUALITY SOLUTIONS AT YOUR ORGANIZATION?



- IT leadership
- Data or analytics team
- Compliance or risk management
- Executive leadership
- Marketing or operations leadership

6. Aligning with the Market's Selection Criteria

The ranking of purchase drivers—accuracy (32%), regulatory compliance (31%), cost-effectiveness (29%), integration ease (24%), usability (18%), and customer support (12%)—aligns with Melissa's competitive strengths, which should be articulated in prospect-centric language.

Accuracy cannot be presented as a generic promise; we need to cite hard metrics such as "98+ % postal-authority match rates across 250 countries and territories" and pair these numbers with third-party validations—CASS™, SERP, and Eircode certifications—to elevate them from marketing claims to audited facts.

Compliance should be framed as a revenue-protection shield rather than an abstract legal requirement. Demonstrating that sanctions files refresh every four hours and that audit logs are exportable with a single API call shows prospects how to survive regulatory scrutiny without manpower spikes.

Cost-effectiveness resonates most when linked to avoided losses, not license discounts. Calculators showing the annual savings of a 1% drop in failed deliveries or a 5% reduction in manual review will accomplish more than price sheets alone. Consumption-based tiers and "start small, scale fast" pilots support this narrative by converting CapEx reluctance into manageable OpEx.

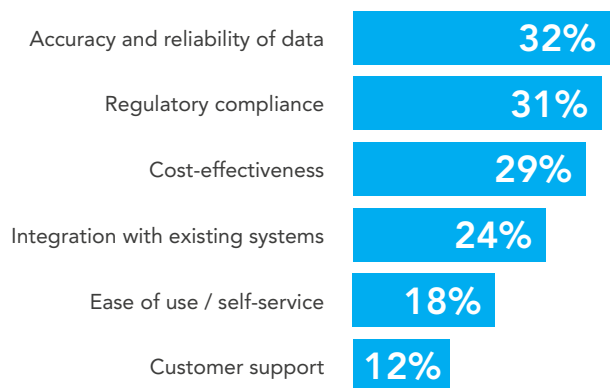
Integration ease must be made visceral: screenshots of Melissa's Salesforce, Dynamics, Shopify, and Snowflake connectors outshine generic statements about "open APIs." For prospects wrestling with legacy stacks, reference successful on-premise deployments using Java or .NET SDKs.

Usability is often under-leveraged in technical sales cycles, yet self-service portals and no-code workflow editors appeal strongly to business users who fear IT bottlenecks. Demoing a drag-and-drop rules engine or showing how a marketing manager can launch a batch hygiene job in minutes will resonate well with this prospects who prioritize this criterion.

Finally, customer support—though cited by only 12%—often decides close-out stages. Spotlight Melissa's global help desk, dedicated solutions engineers, and the option for managed services that augment thin internal teams.

Formalizing these proof points into a pre-sales checklist ensures every rep can tailor value narratives to the precise weighting each prospect assigns to the six criteria, thereby improving win rates and shortening deal cycles.

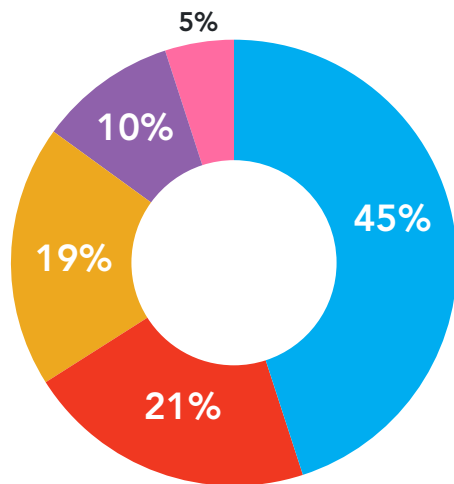
WHAT ARE YOUR TOP CRITERIA WHEN SELECTING A DATA QUALITY OR IDENTITY VERIFICATION PROVIDER?



7. Content Preferences Vary by Seniority Levels

While product demos—cited by 45% of respondents—are universally favored for vendor evaluation, secondary preferences diverge: Managers turn to case studies, Directors prefer analyst comparisons, Vice Presidents value peer referrals, and C-Suite Executives gravitate toward ROI/TCO tools. Melissa’s funnel strategy must mirror this pattern, with different content types preceding or supporting demo offers within tiered nurture streams.

WHAT FORMAT OF CONTENT OR INTERACTION IS MOST HELPFUL DURING YOUR VENDOR EVALUATION PROCESS?



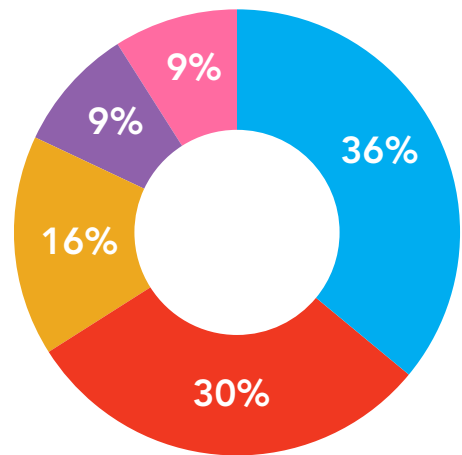
- Product demos
- Customer case studies
- Analyst reports or comparisons
- ROI calculators or TCO assessments
- Peer referrals

8. Longer Sales Cycles and Infrequent Tool Reviews

64% of respondents do not regularly revisit data tools more than once a year, including 25% who only do so every two to three years or when something breaks. The tendency toward longer review cadences is most pronounced in Healthcare and Non-Profit sectors.

Sales teams should anticipate multi-touch, education-heavy engagements; nurture programs must sustain relevance over extended timelines through periodic industry-specific updates, regulatory alerts and incremental ROI proof points.

HOW OFTEN DO YOU REVISIT OR REASSESS YOUR DATA QUALITY TOOLS AND STRATEGIES?



- Every 6 months
- Once a year
- Every 2-3 years
- Only when something breaks
- We don't have a regular review process

Key Implications for Marketing & Sales

The survey confirms headline confidence in data quality, yet a closer inspection exposes three structural weaknesses—manual verification bottlenecks, minimal sanctions screening, and limited deduplication efforts—that map precisely to the value propositions embedded in Melissa’s platform. To capitalize on these weaknesses, Marketing must adopt an insight-led storytelling approach that punctures surface-level complacency: thought-leadership articles should quantify the hidden cost of un-deduped databases, webinars can dissect the regulatory blind spots created by skipping watchlist checks, and infographics should illustrate the time-to-value of workflow automation versus manual review queues.

Sales, in parallel, should leverage Melissa’s accuracy metrics, compliance certifications, and consumption-based pricing as concrete proof points during prospect conversations. Battle cards must feature quick-hit ROI scenarios—fewer charge-backs, lower shipping resends,

faster onboarding—to overcome budget scrutiny, while integration playbooks showcasing REST, SOAP, SDK, and FedRAMP options will address resource and complexity concerns.

Since two-thirds of respondents revisit data strategies only annually or less, nurture programs must be structured for the long haul: sequenced touchpoints that drip new regulatory updates, industry-specific success stories, and incremental benchmark data will keep Melissa top-of-mind throughout protracted evaluation cycles. By synchronizing content and sales enablement in this manner—and by placing special focus on heavily regulated, slow-moving verticals such as Healthcare and Non-Profit—Melissa can transform initial interest into sustained demand-generation momentum and, ultimately, predictable revenue expansion across global markets.



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AUSTRALIA
+61 02 8091 6000

SINGAPORE
+65 8 2997442

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www.melissa.com | 800 635 4772