

4 Ways Quality Data Drives Business-Wide ROI

Clean, verified contact data is the foundation of revenue, performance, security, and growth.

Discover the true, business-wide ROI of quality data and how your peers are achieving it with Melissa.



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Introduction

Data is the lifeblood of organizations, yet [an alarming 94%](#) of businesses believe they have inaccurate data. In fact, [27% of records](#) carry at least one critical error that quietly undermines efficiency across departments and operations.

While data serves as the connective tissue of the modern enterprise, it is still treated like a commodity. It's bought, traded, and collected in volume with little regard for quality.

The consequences of poor data quality ripple across every department. It can:



Cybersecurity and IT Infrastructure

Create exploitable blind spots and weaken identity and access management (IAM)



Sales and Marketing

Erode campaign effectiveness, waste spend, and turn opportunities into misses



Operations

Cause shipping errors, delay workflows, and hurt customer service experiences



Finance

Undermine compliance, enable fraud exposure, and damage reputation

Contact data quality, spanning global address, phone, email, and identity verification, ensures that only valid, standardized, and complete customer information enters your systems. Every gap in contact data carries a measurable cost, and closing them is what turns a potential liability into a powerful lever.

This executive brief makes the case for that transformation, exploring what it takes to:

- Drive ROI and secure the revenue required to survive
- Reduce security risks and build brand safety
- Achieve the precision to optimize AI and cloud technologies
- Improve conversion rates, shorten sales cycles, and increase Customer Lifetime Value (CLV)

Clean Data Clarifies ROI

In an industry increasingly defined by multi-partner ecosystems and heightened accountability, data quality has become the defining factor between a successful partnership and a lost client.

For SaaS and subscription-based tech companies, high-quality data powers the accurate attribution and partner performance insights required to validate ROI. Revenue Operations (RevOps) teams are actively assessing and cleansing their data, recognizing that without a reliable framework for seamless CRM integration, even the most sophisticated strategies will fall short.

Ultimately, the ROI conversation begins and ends with clean, well-integrated data.

Poor data accuracy costs organizations an average of \$12.9 million annually.

How Precise Address Data Empowers a Software Provider

Symmetry Software delivers payroll tax solutions used to issue millions of paychecks every week.

After partnering with Melissa, they replaced inaccurate geocoding from Google and Bing with Melissa's GeoCoder and GeoPoints solution, achieving rooftop-level address accuracy to determine precise payroll tax jurisdictions and eliminating latency issues entirely.

[Read Their Story](#)



Precision at Every Touchpoint

As buyers complete more of their journey independently, first-party data and intent signals enable brands to deliver hyper-personalized experiences at the right moment. This drives higher-quality leads, accelerates sales cycles, and ensures a greater CLV.

Efficiency That Compounds

Every bad dial, outdated contact, and duplicate record is a tax on revenue capacity. Quality data eliminates that friction, improving conversion rates, shortening sales cycles, and growing CLV from the first touch.

Moreover, [87% of business leaders report](#) that poor data quality has directly hampered their efforts to extract value from digital initiatives. Models trained on incomplete records, cloud workflows built on duplicate contacts, and dashboards populated with outdated fields all compound the problem. Before organizations can unlock the full potential of their AI and cloud investments, they must first establish the data foundation those technologies depend on.

[Industry peers trust Melissa to:](#)



Deepen Customer Insights

Move beyond surface-level data to understand buyer behavior and intent



Improve Data Quality

Continuously verify, cleanse, and enrich your data



Reduce Costs and Waste

Eliminate redundant records, bad contacts, and misdirected outreach



Grow Revenue

Shorten sales cycles and improve customer value from the first touch

The University of Washington uncovered behavioral patterns and built precision-driven models that drove a tenfold increase in revenue through high-quality data.

[Replicate Their Success](#)

Building the Best Marketing Database in Hospitality

In hospitality, data is constantly working against you: Email addresses change between trips, phone numbers age out, and duplicates multiply before anyone notices.

Clairvoyix relies on Melissa to remove that drag at the source, cleaning and matching every guest record nightly so marketers can be aggressive without being reckless.

[Read the Full Case Study](#)

Build Compliance on a Clean Foundation

Commodity data carries commodity risk. In regulated industries, acting on inaccurate or non-compliant data is measured in legal exposure, supply chain failure, and brand damage. That's why it's absolutely vital that businesses treat high-quality data as a foundation for compliance.

To meet growing data protection mandates, companies must establish effective data management practices to ensure data is stored in a structured, centralized system. This requires breaking down legacy data silos and consolidating fragmented personal data into a unified, well-governed framework.

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How Siemens Ensures Compliant Manufacturing

With Melissa we found a reliable partner who provides [global, up-to-date, complete and correct reference data](#) with powerful technology and offers this in a standardized format in compliance with data protection.

Anna Gleiss,

Global IT Head Master Data
Management at Siemens AG

”

Securing 23 Million Investors Against Fraud

The ability to verify user identities against billions of global records in real time helped eToro, the world's leading social investing platform with 23 million registered users across 100+ countries, to:

- Streamline account registration from minutes to seconds
- Match applicant data against government, credit agency, and utility records in real time
- Generate audit-ready verification reports for regulators across multiple jurisdictions

[Learn How Quality Data Improves Security](#)

The Impact of Quality Data Across the Enterprise

When data is clean, the entire enterprise performs differently. Prioritizing data quality moves organizations beyond risk aversion and builds a structural advantage that powers every function and compounds over time:

- IT and cybersecurity teams eliminate exploitable blind spots and enforce IAM with confidence
- Sales and marketing teams convert the right audiences, reduce wasted spend, and turn opportunities into closed deals
- Operations teams reduce errors, accelerate workflows, and deliver the customer experience that drives retention
- Finance teams strengthen compliance, prevent fraud exposure, and protect the reputation that the business depends on

Quality data turns every investment, from marketing spend to compliance infrastructure, into a measurable return. That is the business case for data quality, and it only gets stronger from here.

Conclusion

Data quality has become a business imperative in 2026. While the cost of poor data is measured in lost revenue, missed opportunities, and avoidable risk, the value of quality data is measured in growth.

That's why organizations that invest in clean, verified, and well-integrated data gain a compounding advantage across every dimension of performance, ensuring:

- Stronger ROI
- Greater precision
- Higher efficiency
- And defensible compliance

Discover the impact of Melissa Data Quality solutions
on revenue, performance, security, and growth.
[Book a demo today.](#)

About Melissa

Melissa is a leading provider of global data quality and address verification solutions, helping organizations worldwide cleanse, enrich, and verify their data.



With decades of expertise spanning identity verification, address validation, and data enrichment, Melissa helps businesses transform data from a liability into their most valuable strategic asset.

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