

# Quick Benefits of Contact Data Quality

Did you know that 91% of businesses suffer from common data quality issues? The most common are inaccurate data, outdated contacts, incomplete records, and duplicates. Without clean and accurate data, it's hard to find new customers, better understand existing customer needs, and increase the lifetime value of every customer.

In today's data-driven business environment, maintaining high-quality contact data is not just best practice, it's a critical factor that can significantly impact a company's bottom line. It's the backbone to successful customer engagement, marketing strategies, and overall business growth. It ensures that businesses can communicate effectively, make informed decisions, maintain regulatory compliance, and provide exceptional customer experiences, all of which contribute significantly to an organisation's success and longevity.

Let's look at some of the quick benefits that contact data quality offers.

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## Improved Communication

Accurate contact information ensures that you can reach the right people at the right time, which is essential for effective communication.

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## Enhanced Customer Service

High-quality contact data allows you to respond to customer inquiries and resolve issues promptly.

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## Cost Savings

Accurate contact data reduces the cost of wasted communication efforts, such as sending mail or making calls to incorrect addresses or phone numbers.

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## Better Marketing Campaigns

Reliable contact data leads to more effective marketing, allowing you to target your audience with relevant and personalised content.

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## Increased Sales

Better data quality can result in more successful sales efforts, as your sales team can focus on leads that are more likely to convert.

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## Compliance with Regulations

Accurate contact data helps with compliance, especially in industries with regulations related to data accuracy and privacy, such as GDPR or CCPA.

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## Reputation Management

Maintaining high-quality contact data ensures you don't send messages or information to the wrong recipients, which can damage your reputation.

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## Time Savings

Having correct contact information reduces the time spent chasing down or correcting errors in your database.

## Melissa – Global Leaders in Contact Data Quality

Our philosophy is simple: Bad data is bad business. Since 1985, we have been global leaders in data hygiene, address verification and identity resolution, helping over 10,000 businesses worldwide harness accurate data for a more compelling customer view.

Our industry-leading solutions have processed over 1 trillion address, email, name, and phone records.



On Prem or Cloud



HIPAA / HITrust  
& SOC2



CCPA & GDPR  
Compliant



99.99% Uptime  
with SLA

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### Data Analytics



Accurate contact data is essential for data analytics and reporting, allowing you to make informed decisions based on reliable information.

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### Reduced Bounces & Errors



High-quality contact data reduces the number of bounced emails, returned mail & phone number errors, improving communications.

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### Stronger Relationships



Having accurate contact data creates longer lasting, more trusting relationships with customers.

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### Better Decision-Making



Reliable contact data supports more informed decision-making in sales, marketing, customer service, and more.

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### Fraud Prevention



High-quality data can help prevent identity theft and fraud by ensuring that you're dealing with legitimate individuals or entities.

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### Risk Management



Reliable data reduces risks associated with incorrect information, such as legal disputes and financial errors.

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### Data Security



Proper data quality practices can help protect sensitive information, reducing the risk of data breaches and leaks.

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### Competitive Advantage



Organisations with better contact data quality can respond faster and more accurately to market changes and opportunities.

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