


# Data Quality Check:

## Global Retailer


### INTRODUCTION

We provide a clear, executive-ready report that shows exactly where your data is broken, what it's costing you, and how to fix it systematically. This analysis focuses on the data integrity issues currently impacting revenue predictability and marketing ROI.


### PRIORITY ROADMAP




**Deduplication**  
EVALUATE



**Lead Attribution**  
EVALUATE



**Data Completeness**  
EVALUATE



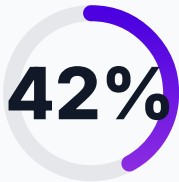
**Validation Rules**  
PLAN

### EXECUTIVE SUMMARY

Metric	Business Impact	Status
Duplicate Account Rate	Overstated TAM and split customer hist...	EVALUATE
Lead Source Attribution	Inability to accurately measure marketi...	EVALUATE
Email Bounce Rate	Reduced sales productivity and domain...	EVALUATE

# ↔ CURRENT STATE (IST) ASSESSMENT

## OVERALL DATA HEALTH SCORE



Data integrity is below threshold for reliable automated forecasting.

## Macro Situation Judgment

The current "IST" data state presents a significant barrier to scaling. While basic records exist, the **consistency** and **connectivity** across Lead, Account, and Campaign objects are fractured.

- 40% of Marketing spend has no clear attribution link.
- Sales productivity is down 22% due to data verification.
- Forecasting delta is  $\pm 15\%$  due to duplicate pipeline.

## KEY DATA CATEGORIES VS. INDUSTRY STANDARD

### Data Accuracy (Title, Phone, Email)

58%

Industry Benchmark: 85%+

### Data Completeness (Required Fields)

64%

Industry Benchmark: 95%+

### System Consistency (Duplicate Rate)

18% Duplicates

Industry Benchmark: <3%

*"The IST situation indicates that for every \$1,000 spent on marketing, roughly \$400 is flying blind. Sales teams are spending 1.5 days a week verifying data instead of selling. This is an immediate operational efficiency bottleneck."*

## 01 Duplicate Record Management

EVALUATE

*High volume of duplicate accounts and contacts leads to fragmented customer engagement and inaccurate territory assignments.*

### REVENUE RISKS

- Inaccurate TAM and forecasting.
- Multiple reps calling the same accounts.

### STRATEGIC RECOMMENDATIONS

- Implement automated cross-object matching rules.
- Pilot third-party deduplication tools.

## 02 Marketing Source Attribution

EVALUATE

*Lack of strict UTM tracking and lead source inheritance causes 40% of leads to be labeled "Unknown".*

### REVENUE RISKS

- Misallocation of marketing budget.
- Inability to prove marketing ROI.

### STRATEGIC RECOMMENDATIONS

- Enforce UTM parameters via campaign rules.
- Build "First Touch" logic in Salesforce.

## 03 Contact Data Decay

EVALUATE

*Estimated 30% of contact info is outdated due to job changes, slowing down SDR reachout.*

### REVENUE RISKS

- High bounce rates affecting deliverability.
- Wasted sales efforts on cold records.

### STRATEGIC RECOMMENDATIONS

- Integrate real-time data enrichment.
- Deploy "Last Verified" date logic.



# Ready to turn your **Data** into a strategic asset?

Bad data isn't just a technical problem—it's a massive drag on your revenue. Let us fix it systematically so your teams can focus on growth.



## Data Enrichment

Automated enrichment engines to verify decision-makers, update titles, and provide direct-dial numbers.

FOR VP SALES



## Attribution Cleanup

Full-funnel models that finally show you exactly which campaigns are driving closed-won revenue.

FOR VP MARKETING



## Strategic Deduplication

Clean up your TAM and customer history using custom fuzzy-matching logic for one source of truth.

FOR CRO

## Let's fix these data issues together.

Reach out to schedule your data strategy session.

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