


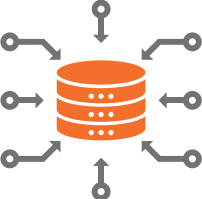


MARKETING DATA SCORECARD 101™

Here are four common data problems, recommended solutions for them and a framework to score your current level of marketing readiness. Cleaning up your data will help you to strengthen your marketing and sales efforts. After you have assessed the health of your marketing data, reach out to us for a free 30-minute consultation. We will review your scorecard and advise you on next steps to improve your performance in this important area.

PROBLEM	SOLUTION	HOW TO SCORE YOUR COMPANY
<p>STRANDED DATA</p>  <p>Definition: Scattered collections of prospect and customer data.</p> <p>Business impact: Hard to see all the customer and prospect data you have – and how to leverage it to capitalize on more opportunities.</p>	<p>Maintain an inventory of all marketing and sales data entry points and storage locations</p> <p>Examples:</p> <ol style="list-style-type: none"> 1. CRM 2. Marketing automation platform 3. Email tool 4. Sales Reps' LinkedIn connections 5. Excel spreadsheet with tradeshow attendee list 6. Mailing platform 7. ERP 8. 3rd Party data 9. E-commerce platform 10. Google Analytics 	<p>Which score applies to your company?</p> <p>10 Points: We keep close tabs on all sources of marketing and sales data.</p> <p>5 Points: We know that we should do this, but we do not have a formal strategy yet.</p> <p>1 point: We are laggards in this category. We need lots of help.</p> <div style="background-color: #f4a460; text-align: center; padding: 5px;">YOUR SCORE</div> <p>Points: _____</p>
<p>DARK DATA</p>  <p>Definition: Customer and prospect data that your company collected for potential future use, but it's never been used.</p> <p>Business impact: Dark data creates an opportunity cost to your company. The sheer volume of it may cause your firm to miss out on valuable information and opportunities.</p>	<p>Maintain an inventory of the types of information that you collect, then prioritize the most important data types needed to support communication objectives.</p> <p>Information types:</p> <p>Accounts:</p> <ul style="list-style-type: none"> • Postal address • Headquarters <p>Contacts:</p> <ul style="list-style-type: none"> • First/Last Name • Level • Function • Postal address • Headquarters • Email address • Direct phone • LinkedIn profile • Twitter handle • Engagement data • Lead score • Survey results • Event attendance • Net promoter score • Birthday • Segment • Suppression (email, postal, phone) • Subscriptions • Preferences • Interests • Emails • Transaction data 	<p>Which score applies to your company?</p> <p>10 Points: We keep close tabs on important marketing and sales data.</p> <p>5 Points: We know that we should do this, but we do not have a formal strategy yet.</p> <p>1 point: We are laggards in this category. We need lots of help.</p> <div style="background-color: #f4a460; text-align: center; padding: 5px;">YOUR SCORE</div> <p>Points: _____</p>

MARKETING DATA SCORECARD 101 (CONTINUED)

PROBLEM	SOLUTION	HOW TO SCORE YOUR COMPANY
DIRTY DATA		Which score applies to your company?
 <p>Definition: Data that is filled with errors and inconsistencies. It can contain mistakes such as spelling or punctuation errors, incorrect data associated with a field, incomplete or outdated data and duplicate records.</p> <p>Business impact: Salespeople waste time because they're using the wrong data to contact prospects. You waste marketing dollars trying to deliver messages to invalid or outdated addresses. Incorrect segmentation can lead to poor personalization.</p>	<p>Strive for a quality-focused data management culture. Establish your data quality plan. Define your cleansing schedule and KPIs.</p> <p>Common Quality Actions:</p> <ol style="list-style-type: none"> 1. Eliminate bogus information: "Mickey Mouse" in the name field 2. Correct typographical errors: "Frak" should be "Frank" 3. Eliminate duplicates and reconcile differences in records for the same account or contact. You have the same contact in 3 locations (CRM, event registration list and ebook form completion) and each has a different email address. Reconcile which is correct. 4. Normalize: Use drop down menus as much as possible in all locations where you collect information. Especially important for job function and level, city, state, zip, county, country and other data fields that should be consistent. 	<p>10 points: We have a written data quality plan, schedule and data quality KPIs to address dirty data.</p> <p>5 points: We clean our data on an ad hoc basis (for example, prior to a big campaign launch).</p> <p>1 point: We are laggards in this category. We need lots of help.</p> <div style="background-color: #f4a460; text-align: center; padding: 5px;">YOUR SCORE</div> <p>Points: _____</p>
UNTRUSTWORTHY DATA		Which score applies to your company?
 <p>Definition: The integrity of your data isn't consistent. In other words, your data is untrustworthy because no one knows which conflicting data points are accurate.</p> <p>Business impact: When you have multiple sources of prospect and customer data, you often have conflicting information that impacts planning, day-to-day functions and reporting across marketing and sales. This breeds misalignment in organizations, especially between marketing and sales.</p>	<p>Define a master file, a centralized location for marketing-ready data, also known as a Single Source of Truth (SSOT). An SSOT is a data storage principle that states that one database is the central repository of accurate data. When inconsistencies arise, and they will, they are resolved and saved in the master file with a time stamp.</p> <p>In marketing terms, the SSOT is a single database that holds the master prospect and customer data.</p> <p>Potential SSOT platforms include:</p> <p>CRM – Customer Relationship Management Platform</p> <p>MAP – Marketing Automation Platform</p> <p>DMP – Data Management Platform</p> <p>CDP – Customer Data Platform</p> <p>Which to use is a larger conversation.</p>	<p>10 points: We have a single source of truth for our marketing and sales data.</p> <p>5 Points: We know that we should do this, but we do not have a formal strategy yet.</p> <p>1 point: We are laggards in this category. We need lots of help.</p> <div style="background-color: #f4a460; text-align: center; padding: 5px;">YOUR SCORE</div> <p>Points: _____</p>
<p>Contact MaryAnn Long for a free 30-minute consultation to help you improve your marketing data:</p> <p>maryann@cultivate-communications.com</p> <p><i>Marketing Data Scorecard 101™. All Rights Reserved.</i></p>		<p>TOTAL SCORE</p> <p>Add the point values from above and place the answer here.</p> <p>Points: _____</p>