

5 Ways to Keep Your Marketing Database Clean



Your data-driven marketing is only as good as your data.

DID YOU KNOW?

29.5%

Only 29.5% of B2B marketers have confidence in the quality of their data.¹

30%

US companies say that, on average, 30% of their data is inaccurate.²

\$15M

Organizations believe poor data quality leads to \$15M average yearly losses.³

Keeping your database clean is one of the most important things you can do to improve your data-driven marketing.

Here are 5 ways to get it done.

1 Clear out invalid or uninterested contacts.



Each year, contact lists decay by approximately 25%.⁴ Why? People change jobs. They retire. Life happens.

Every hard or soft email bounce—or unsubscribe—is a reminder to update your database.

↓ 25%



Contact lists decay by ~25% per year.⁴

TIP A contact enrichment service can help you keep your leads data accurate for longer.

2 “Wake up” or delete sleeping contacts.



Contacts who haven't engaged with your content for a while may be passive unsubscribers.

Consider running a reactivation campaign for contacts who haven't engaged in 3 to 6 months. Require them to opt in by doing a content download to stay on your email list.

Beware: If you have contacts who haven't engaged in a year or more, it may be better to delete them. Why?

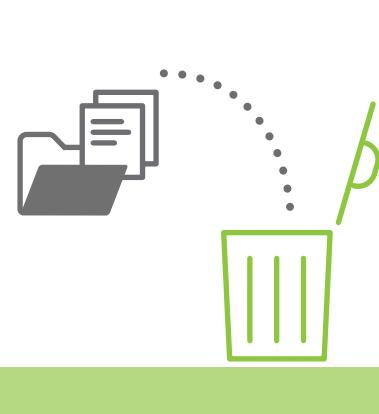
- They may not remember who you are...so may report your emails as spam.
- They may have become spam traps.



Consider running a reactivation campaign for contacts who haven't engaged in 3 to 6 months.

TIP Avoid spam reports by asking new subscribers to whitelist your IP or email domain.

3 Identify and delete duplicate records.



Duplicate records can cause reporting errors—and multiple identical emails to the same address can get you reported as a spammer.

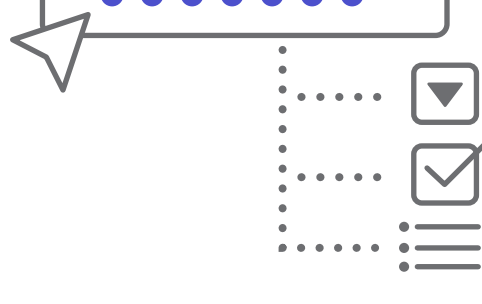
To avoid these hazards:

- In the short term, run reports to flag duplicate email addresses and company information.
- In the long term, set up alerts for possible duplicates entering your database.

TIP It's usually safe to treat records with the same email address as dupes, and merge them. But be careful. Some people really do have the same name (looking at you, John Smith)!

TIP Work with sales and customer service to set companywide data standards and rules for automating data de-duping.

4 Standardize your input fields.



DID YOU KNOW?

1–10%

Approximately 1–10% of data input is incorrect.



If possible, avoid text entry fields on forms. Use drop-down menus or pick lists with standardized values instead.

Run data normalization routines to change values like “US” to “United States” (or whatever your standard is) automatically.

Remove duplicate fields such as “Firstname,” “First Name,” and “first name.”

5 Standardize your UTM codes.



UTM codes can help you source leads and learn how they interact with your content. But beware of inconsistent or duplicate codes. These can be confusing and lead to inaccurate reporting.

Beware of inconsistent or duplicate codes.

TIP To clean up your UTM codes, follow these best practices:

1. Remove duplicate codes and related fields
2. Standardize lead source names
3. Use lowercase letters
4. Avoid spaces

Learn more about how you can do data-driven marketing better.

[Get details](#)

¹ 2018 State of the Pipeline Marketing Report.

² <https://www.emarketer.com/content/one-fifth-of-companies-believe-most-of-their-customer-data-is-inaccurate>

³ <https://www.gartner.com/smarterwithgartner/how-to-create-a-business-case-for-data-quality-improvement/>

⁴ <https://blog.zoominfo.com/b2b-database-infographic/>