

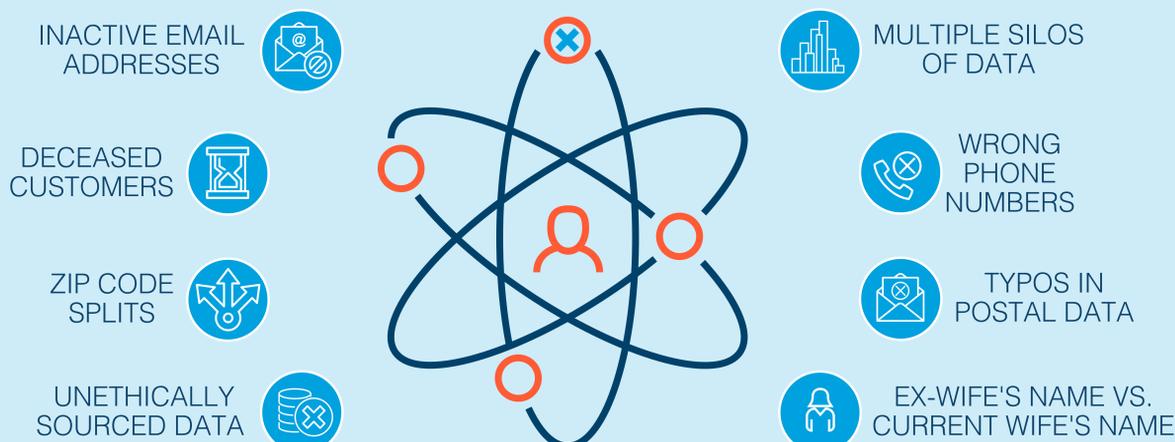


# GOOD DATA GONE BAD?

THE KEY TO BETTER MARKETING IS BETTER DATA

Your data on customers and prospects might be clean and accurate today, but will it be tomorrow? Or next week? Or next month? The statistics say no. As much as 2-3% of consumer data degrades each month, meaning 24-30% of your customer and prospect files likely won't be accurate a year later. Bad data leads to inefficient marketing and wasted marketing spend. And that all adds up to lower revenue and higher expenses. Acxiom can help!

## WHAT DOES BAD DATA LOOK LIKE?



## LET'S PUT THINGS INTO PERSPECTIVE: EACH MONTH IN THE U.S.

2-3% of data goes bad per month... equal to a 24-30% rate of decay each year



This means that a considerable percentage of the names, addresses and personal information you just collected from your customers will be out of date in a year.

## IN ONE YEAR IN THE U.S.

ROUGHLY 30 MILLION MOVED (2.5 Million/month)<sup>6</sup>

2.0 MILLION MARRIED (roughly 167,000/month)<sup>7</sup>

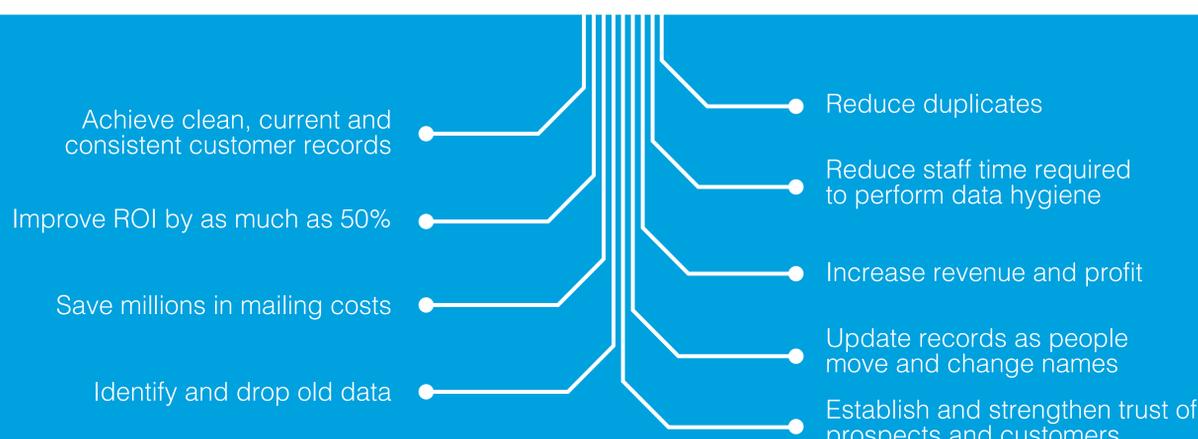
.75 MILLION DIVORCED (62,500/month)<sup>7</sup>

1 IN 3 WORKERS changed or lost their job<sup>8</sup>

APPROXIMATELY **24-30%** OF YOUR DATA WILL BECOME OBSOLETE EACH YEAR

## THE RESULT?

A LOT OF BAD DATA, BUT WE CAN HELP YOU...



CONTACT US AT [info@acxiom.com](mailto:info@acxiom.com) FOR YOUR IDENTITY HEALTH ASSESSMENT

<sup>1</sup> <https://www.pewresearch.org/social-trends/2022/07/28/majority-of-u-s-workers-changing-jobs-are-seeing-real-wage-gains/>

<sup>2</sup> <https://www.census.gov/library/stories/2022/03/united-states-migration-continued-decline-from-2020-to-2021.html>

<sup>3</sup> <https://www.hubspot.com/database-decay>

<sup>4</sup> <https://www.cdc.gov/nchs/fastats/marriage-divorce.htm>

<sup>5</sup> <https://www.cdc.gov/mmwr/volumes/71/wr/mm7117e1.htm>

<sup>6</sup> <https://www.census.gov/data/tables/2020/demo/geographic-mobility/cps-2020.html>

<sup>7</sup> <https://www.cdc.gov/nchs/fastats/marriage-divorce.htm>

<sup>8</sup> <https://www.latimes.com/business/story/2021-05-14/job-changes-lost-job-coronavirus-covid>