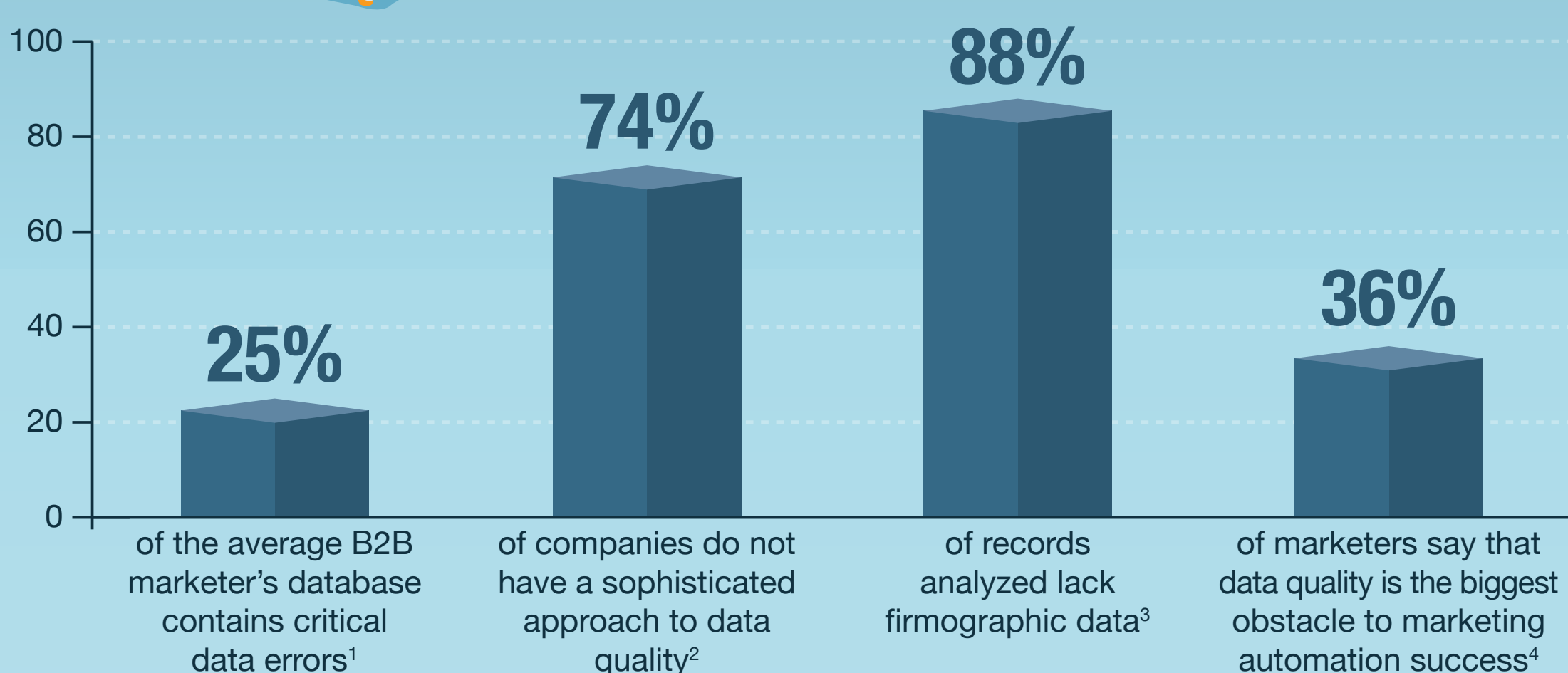


# 6 Steps to Data Quality in Marketing Automation

**DATA QUALITY IS NOT AN ACCIDENT**



## 6 STEPS TO DATA QUALITY

*Take on these comprehensive steps and you will be on your way.*

**Perform a Data Audit**

**Perform a Systems Audit**

**Revise data capture processes**

**Correct data errors**

**Implement email alerts and reports**

**Manage data quality across the organization**

**53%**

of companies with central data management had a significant increase in profits<sup>2</sup>

## THE BENEFITS OF DATA QUALITY

Organizations that adopt data quality practices have nearly

**70%**

more revenue<sup>1</sup>