

# Data Best Practices to Grow Sales and Increase Marketing Efficacy

## According to Frost & Sullivan research\*:



61% of companies say “becoming more data-centric” is a top business priority



Business data grows an average of 44% per year

Rapidly expanding company and customer information means competitive, successful marketers need robust strategies that capture and optimize data and information.



## Data Goals for Marketers

Leverage data to create and optimize pipeline by:

- Following best-in-class data hygiene practices
- Standardizing and normalizing the data
- Purging and deleting old data regularly

Make sure your data is:

- Clean and usable
- Easy to consume
- Analyzed through state-of-the-art tools

Data-sharing best practices:

- Ensure data and system interfaces are user-friendly
- Share data across the organization
- Create a consistent feedback loop on information and insights

“You want clean, usable data that sticks to standardized practices... and you want to consume that data in the best possible way.”

—Roberta Gamble, Partner and Vice President, Frost & Sullivan

“Many companies are data-rich but insight poor.”

—Tom Keefe, Senior Director of Marketing Operations, Demandbase

\*The State of the Cloud, 2021: The Hybrid Multicloud Forms the Foundation to Digital Operations

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