

Dirty Data: The Silent Killer of Enterprise Performance



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The Silently Erosion of Enterprise Performance, Customer Intelligence, and Real-Time Decision-Making.

Across finance, telecom, healthcare, retail, insurance and beyond, organizations are drowning in big data yet starving for insight. The culprit is poor first-party data hygiene and fragmented customer identity. In an era where data drives growth, the hidden cost of bad data is staggering. Businesses running on dirty data incur massive losses and miss critical insights without even realizing it.

- **DATA QUALITY:** Consider that poor data quality costs organizations an average of \$12–13 million per year, according to Gartner, and an estimated \$3 trillion across the U.S. economy^{1,2}.
- **LEADS:** Bad data leads to inaccurate targeting (30% of cases), lost customers (29%), lost leads (28%), and wasted resources on a grand scale³. As one executive aptly noted, in other words, heaps of data mean nothing if you can't trust or connect it to get real answers.

“Big data may tell you how many customers you have won or lost but not necessarily why.”

– Jane Frost⁴

The Hidden Threat of Dirty Data and Identity Fragmentation

Data is often touted as the new oil, yet unrefined data is a silent toxin.

Duplicate records, outdated contacts, typos, and siloed identifiers quietly undermine everything from analytics to customer experience. Leaders may think they know their business, only to find out too late that flawed data led to flawed decisions.

Studies show bad data doesn't just inflate costs – it directly impairs decision-making and strategic outcomes^{1,5}. In fact, 40% of business objectives fail due to poor data quality⁵. Dirty data means your reports are wrong, your AI models are biased, and your teams waste time compensating for defects. Critical customer intelligence is lost in translation.

A major part of the problem is identity fragmentation – the same customer or entity represented in five different ways across systems. Without a unified view, you can't truly know your customer or business. Data silos,



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inconsistent identifiers, and duplicate records prevent that 360° view, making it impossible to connect the dots⁶. One person looks like many, and crucial context falls through the cracks. As a result, marketing might target the same individual twice with conflicting messages, or analytics might over-count (or under-count) your true customer base.

This fragmentation quietly erodes customer intelligence, as patterns in behavior and preference remain scattered in pieces. Without clean, connected data, enterprises are flying blind – rich in data, poor in insight.

Achieving that goal requires rigorous data hygiene and identity resolution. It's not glamorous work – cleansing, standardizing, matching, validating – but it is absolutely mission-critical. Real-time decisioning, personalized customer experiences, accurate forecasting: none of these are possible with fragmented, dirty data. Modern enterprises need data that is accurate, unified, and up to date at every turn. Anything less is a silent drag on performance and a risk to competitive position. In a fast-paced digital world, failing to fix data quality is like letting rust corrode your engine. It will stall your growth.

Growth Verticals: End-to-End Data Hygiene as Competitive Advantage

This is where Growth Verticals steps in as the premier solution partner to transform data quality from an IT chore into a strategic weapon. Growth Verticals is not just another vendor; it's a team of data pioneers with deep expertise honed at the likes of Equifax, TransUnion, JPMorgan Chase, CoreLogic, and R.L. Polk. They have seen first-hand how massive, complex datasets (credit bureaus alone manage 65+ petabytes on over a billion consumers⁹) can be refined into powerful assets. Armed with world-class data infrastructure and patented matching technology, Growth Verticals tackles the full spectrum of data hygiene and identity resolution – end-to-end.

What does comprehensive data hygiene look like? Growth Verticals employs a rigorous, multi-step process to clean, standardize, and connect your first-party data:

“You can have data without information, but you cannot have information without data.”

– Daniel Keys Moran?



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- **Address Standardization & Updates:** Regularly validate and correct addresses using USPS CASS certification, DPV®, LACSLink®, and NCOALink® updates to capture moves and ensure deliverability.
- **Name Hygiene:** Parse and standardize names (resolving prefixes, suffixes like Jr/Sr, and variations) to ensure consistent, deduplicated personal records.
- **Field Normalization:** Enforce standardized formats for critical fields (e.g. dates, phone numbers, product or diagnosis codes) across systems, turning free text and inconsistent entries into reliable, query-ready data.
- **Anomaly Detection Checks:** Run record volume and cardinality variance checks with each update to spot anomalies (did a source system drop 10% of records this month? did a key category suddenly spike?) and proactively flag data drift.
- **Referential Integrity:** Verify foreign keys and cross-dataset links so that relationships (customer to accounts, household to policies, patient to provider, etc.) are intact. No more orphan records or broken links undermining your single source of truth.
- **Customized Transformations:** Apply dataset-specific transformation logic reflecting deep domain expertise. Whether it's healthcare, where diagnosis codes must map correctly, or retail, where product hierarchies need alignment, the data is tuned to the business context.
- **Post-Build Validation:** After integration, execute post-build validation queries to catch any remaining outliers or impossible values (e.g. negative ages, future dates, duplicate unique IDs) before data is deemed production-ready.

This disciplined process leaves no stone unturned in purging errors and reconciling identities. Every update, every new data ingestion goes through these hygiene filters, ensuring that what enters your analytics and customer engagement engines is trustworthy. The result? A single source of truth that business leaders can finally rely on for real-time decisions.

Crucially, Growth Verticals doesn't stop at cleaning your existing data – it enhances and future-proofs your data ecosystem. Through third-party data append, Growth Verticals can enrich your customer and prospect records with demographic, behavioral, household, and lifestyle attributes, adding depth to your internal data. Imagine augmenting your customer profiles with verified household income, life stage, purchasing propensities, or social media sentiment.

These enhancements turn a static record into a 360° customer view, fueling smarter segmentation and personalized outreach. Additionally, Growth Verticals integrates real-time API capabilities for data quality and identity resolution. This means as new data enters (a new lead, a service sign-up, a claim filed), it is instantly validated, standardized, and matched against the master profile via API calls. No more nightly batch-only cleansing; your data stays clean in the moment, supporting agile, real-time decisioning.



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Data Quality: From Hygiene Factor to Growth Engine

In boardrooms today, a paradigm shift is underway. Data quality is no longer seen as just back-office hygiene – it is a frontline business issue and a differentiator. Clean, unified data feeds better algorithms, sharper customer insights, and faster time-to-market. It powers compliance and risk management, yes, but also top-line growth through superior customer understanding.

In short, data quality is a competitive weapon. Enterprises that invest in it outperform and out-innovate those that don't. They uncover the "why" behind the numbers, not just the what. They make decisions based on truth, not guesses.

Growth Verticals operates on this visionary principle. By delivering pristine data infrastructure and continuous identity resolution, we enable our clients to turn their data into true information, and that information into actionable insight. The payoff is tangible: stronger customer loyalty, more effective marketing, streamlined operations, and confident boardroom strategy grounded in reality.

Data hygiene is not just IT housekeeping – it's the foundation of modern business intelligence and agility. As Carly Fiorina's quote reminds us, the ultimate goal is turning data into insight. With Growth Verticals as your partner, that goal is within reach. Clean data, connected identities, unlimited insight – this is the new growth equation for enterprises. Let data quality be your catalyst for innovation and competitive advantage and let Growth Verticals make it indispensable to your success.

"The goal is to turn data into information and information into insight."

– Carly Fiorina⁸



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Ready to Lead the Growth Revolution?

We are Growth Revolutionaries—bringing deep expertise and bold innovation to our partners that helps modernize growth through precision targeting and personalized engagement.

Let's explore how Growth Verticals can partner with your organization to accelerate sustainable growth through smarter strategy and real-time insights.

- **Schedule a Personalized Demo.** Discover how our G1 Platform equips our partners with the tools to drive strategy, conversions, increase retention, and deliver ROI across every channel.
- **Explore Bonus Content.** Download "Additional Intelligence" and strategic growth materials on our website.

¹ Solving "Bad Data" -- A \$3 Trillion-Per-Year Problem | TDWI (<https://tdwi.org/articles/2022/07/21/diq-all-solving-bad-data.aspx>)

^{2,5} The Cost of Bad Data - Infographic (<https://pragmaticworks.com/blog/the-cost-of-bad-data-infographic>)

³ The true cost of dirty data -- and how to address it head on (<https://venturebeat.com/enterprise-analytics/the-true-cost-of-dirty-data-and-how-to-address-it-head-on>)

⁴ Guided interactive self service along a decision tree like structure. (https://corp.yonyx.com/blog/page/23/?query-21-page=131&cst&et_blog)

⁶ What is Identity Resolution? | Salesforce (<https://www.salesforce.com/marketing/data/customer-identity-resolution/>)

⁷ The most revealing big data quotes | World Economic Forum (<https://www.weforum.org/stories/2015/01/the-most-revealing-big-data-quotes/>)

⁸ Turning data into insight | theHRD (<https://www.thehrdirector.com/features/hr-in-business/turning-data-into-insight/>)

⁹ SEC Filing Document (<https://www.sec.gov/Archives/edgar/data/1552033/000155203319000010/transunion-20181231x10k.htm>)



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