The 2025 State of RevOps Survey

Data quality's impact on GTM execution

IN PARTNERSHIP WITH

RevOps Co-op

MarketingOps

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Executive summary

Every operations professional knows the sinking feeling: you're in a leadership meeting, confidently presenting your quarterly numbers, when an executive interrupts to question the data. Whether it's duplicate accounts throwing off your totals, missing fields undermining your segmentation, or departments working from different sources of truth, data quality issues cast a shadow over critical business decisions.

Our survey of over 150 revenue operations professionals confirms this isn't just anecdotal — while 42% claim their data is "good enough," a staggering 71% admit their data quality negatively impacts go-to-market success. Which begs the question: is "good enough" really good enough?

Current state of data quality

To investigate this challenge, Openprise partnered with RevOps Co-op and MarketingOps on a second annual industry survey, and found a landscape fraught with inconsistency. Only a mere 11% of respondents could confidently rate their data quality as "excellent," while 47% openly acknowledged their data needs improvement. Company size offers no refuge — larger organizations report the same frequency of data quality challenges as their smaller counterparts, though their specific pain points may differ. The data quality crisis appears to be an equal opportunity affliction.

Impact on business

The consequences of poor data quality extend beyond inconvenient reporting discrepancies. Organizations with poor data quality find themselves paralyzed in critical moments, with 70% reporting difficulty making strategic decisions based on their customer and prospect data.

The impact ripples through every aspect of go-to-market execution — from inaccurate targeting and segmentation to unreliable forecasting and pipeline management. When departments can't trust each other's data, meetings devolve into debates about whose numbers are right instead of focusing on strategic decisions and market opportunities.

Root causes

Our research revealed a surprising truth: while technical accuracy is universally challenging, the most significant barriers to good data quality are organizational. In companies struggling with data quality, 79% lack a standard definition of what "good data" means.

System adoption goes unenforced, leading to incomplete data collection and inconsistent processes. Most critically, nearly half report their leadership teams don't understand what's technically possible — leading to misaligned expectations and inadequate resource allocation.

Key differentiators between success and struggle

Through our analysis, a clear pattern emerged among organizations that maintain better data quality. The difference isn't about company size or industry — it's about strategy. Success stems from having a unified definition of data quality that crosses departmental boundaries, backed by leadership that enforces system adoption and invests in the right tools and training. These organizations are more likely to have automated integration between systems, established data quality processes, and custom solutions tailored to their unique needs. ***Most importantly, they treat data quality not as a technical problem to be solved, but as a fundamental business practice to be maintained.***

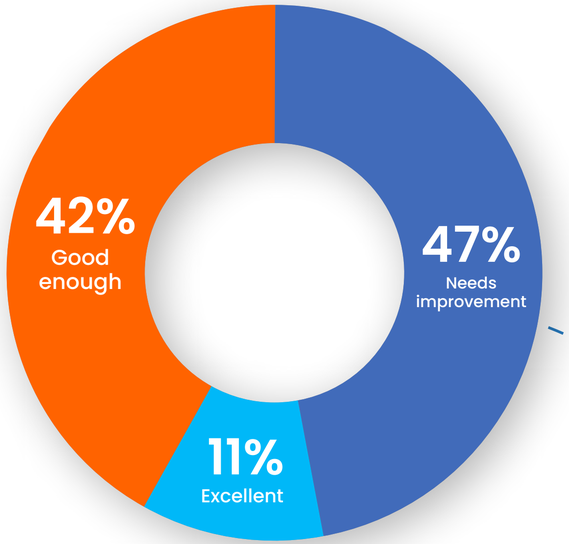
The path forward requires more than just cleaning up databases or implementing new tools. It demands organizational alignment, leadership commitment, and a shared understanding that, in today's data-driven world, "good enough" data simply isn't good enough anymore.

Key findings

Survey says: Good enough isn’t good enough

Ask any Ops professional what keeps them up at night, and data quality will be high on their list. Whether their literal data quality isn’t great (even Salesforce says that 90% of data is inaccurate or missing) or an executive doesn’t believe the numbers, the struggle is real.

The breakdown from survey respondents showed that only 11% thought their data could be classified as **“excellent.”**



Struggling with data?
You’re not alone.

9.9

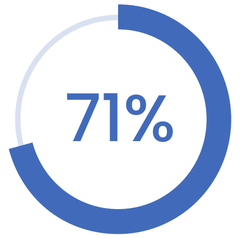
of respondents report struggling with **technical data issues**

How data quality affects go-to-market

While an additional 42% felt their data was “good enough,” 71% of all respondents felt their data quality negatively impacted the success of their go-to-market activities.

A shocking 99% of respondents reported struggling with duplicates, missing information, and inaccurate or stale data — all part of the technical dimension of data quality in the three-tier RevOps data quality model that also includes operational and strategic quality.

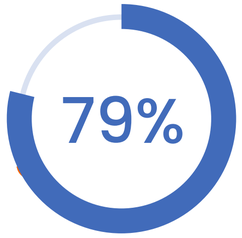
Respondents who feel they have achieved **“acceptable” data quality**



Respondents who feel their data quality **negatively impacted the success** of their go-to-market activities

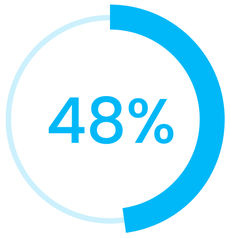
It’s not just technical — it’s leadership

Perhaps less surprising to those in revenue operations is that the hurdles standing in the way of doing great things with the data have less to do with resources — budget, tools, and skill sets, although those issues obviously do exist. No, the chief issues reported by people openly struggling with poor data quality stemmed from a disconnect with the leadership team.



“Our organization doesn’t have a standard definition of data quality.”

“Adoption of key systems is not enforced.”

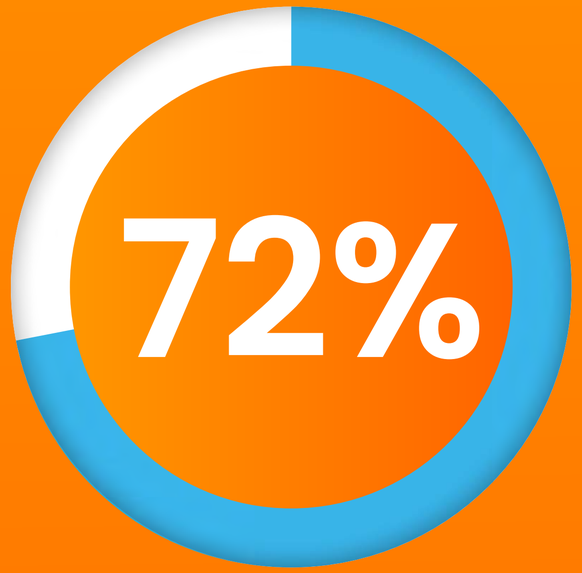


“Our leadership team does not understand what is and is not possible from a technical perspective.”

The findings show that companies with leaders who understand the importance of accurate data and are willing to invest in the right projects and resources are far less conflicted about their ability to make critical business decisions.

“I’ve always done this as part of my role, but it’s not understood outside of my job. Quality data is taken for granted.”

Defining data quality



of respondents say that **“Key fields are complete, accurate, and up to date”** is a key factor in their definition of “data quality”

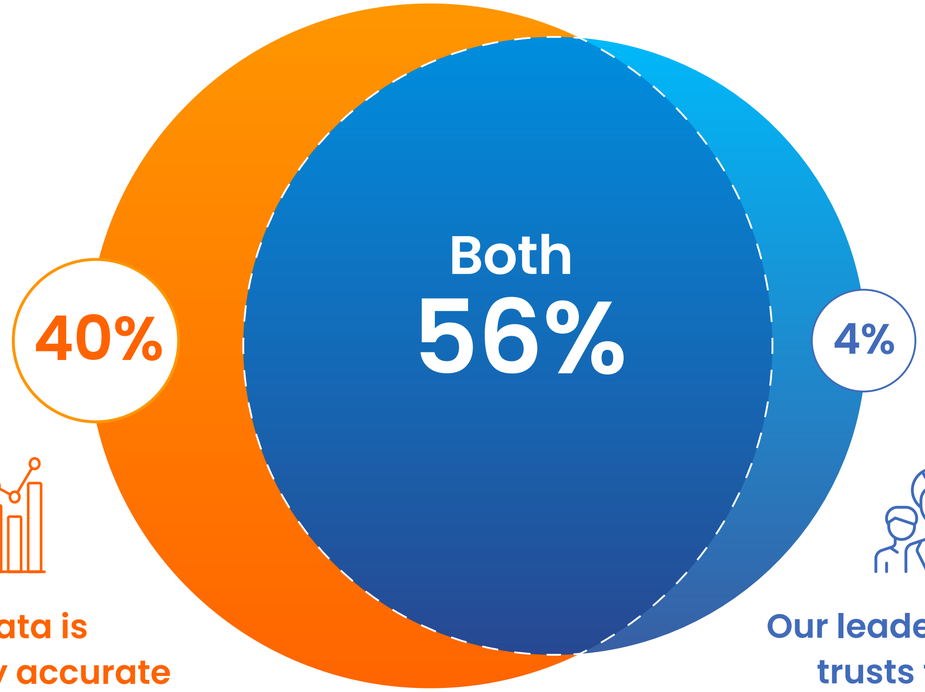
Defining data quality

The consistent attribute included in the definition of data quality is that “key fields are complete, accurate, and up-to-date.”

When reporting which statements align with their definition of data quality, respondents lean less on leadership perception than they do on technical data quality dimensions such as:

- The data is synchronized and we have the right systems and integrations necessary
- Key fields are complete, accurate, and up-to-date
- Information entered is accurate and end users are using the system regularly
- Our reports are real-time and metrics are consistently defined across departments

How does your team define data quality?



Our data is technically accurate
(complete, timely & clean)

Our leadership team trusts the data

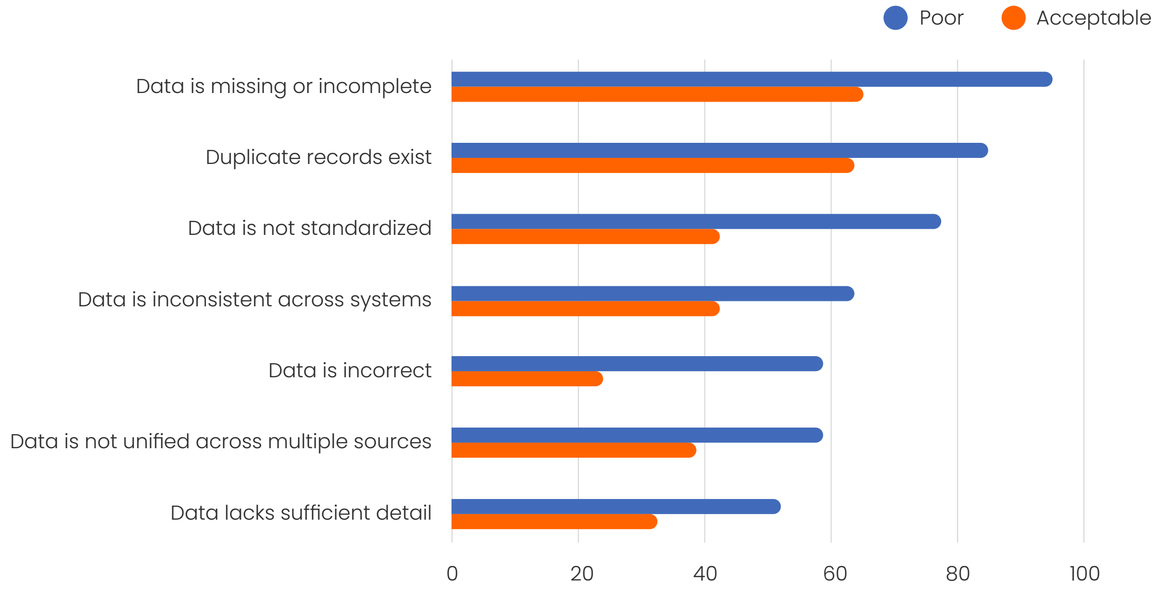
Identifying technical data issues

Technical data issues **(accuracy and completeness)** are global.

More than

99%

of respondents reported **struggling with at least one dimension** of technical data quality

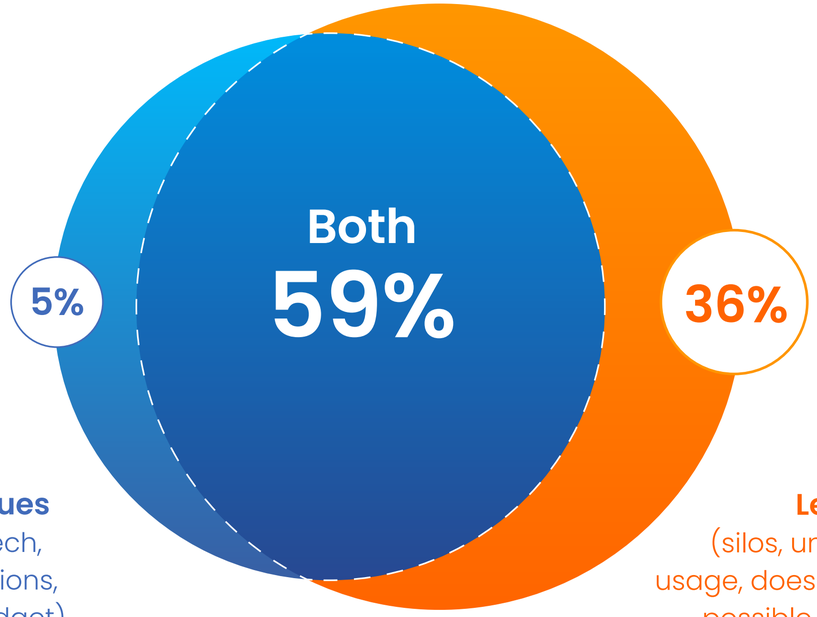


But don't get too hung up on the technical definition of data quality! A truth that logical and systems-oriented professionals often struggle with is that perception and opinion often overrule actual data without significant legwork. In other words, if an executive feels the data is wrong, they'll loudly object to any quantitative findings.

Respondents leaned heavily on reasons related to leadership when identifying hurdles that affect data quality.

What are the hurdles to achieving data quality?

Inconsistent metric definitions, a lack of understanding about what is technically possible in terms of data quality, missing integrations, and zero enthusiasm for enforcing system adoption all make achieving confidence in the data extremely difficult.



Resource issues
(insufficient tech, lack of integrations, lack of skills, budget)

Leadership
(silos, unenforced system usage, doesn't understand what's possible, won't collaborate on a shared definition)

> **We have many disagreements about what data we should use as our guiding light. The data that marketing needs is different from sales data, and this causes frustrations across the two organizations. Marketing owns data quality at ingest, further complicating issues.**

Differences between respondents with poor vs. acceptable data quality

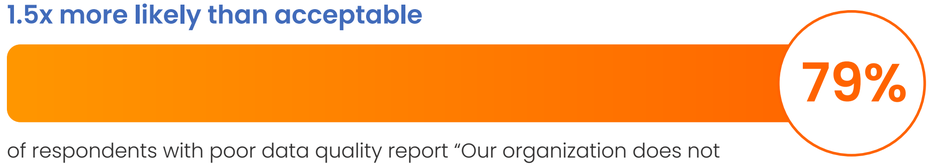
Many revenue operations professionals are probably nodding because they have personally experienced these pain points, but let's break it down for go-to-market leaders who are a bit removed from day-to-day operational struggles.

Revenue operations professionals are often tasked with **improving user adoption of core systems**. However, they lack the positional power to enforce usage through persuasion alone. Many focus on streamlining usage through configuration updates, finding third-party tools to improve the user experience, and looking for passive ways to collect data through additional technology, like call recording and AI summaries.

Respondents with **"poor"** data quality reported significantly greater hurdles than their **"acceptable"** data quality peers in four key areas.

Key challenges by "poor" vs. "acceptable" quality

1.5x more likely than acceptable

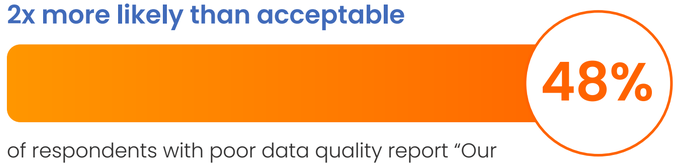


of respondents with poor data quality report "Our organization does not have a standard definition of data quality"

2x more likely than acceptable

of respondents with poor data quality report "Adoption of key systems is not enforced"

2x more likely than acceptable



of respondents with poor data quality report "Our departments are siloed and distrust other teams' data"

2.6x more likely than acceptable

of respondents with poor data quality report "We don't have the right skills on our team"

RevOps understands that current and accurate data about accounts, contacts, and opportunities is crucial for business leaders to understand the likelihood of achieving goals, how to plan staffing for future quarters, and so on.

However, end users see tools like the CRM as a distraction from hitting their revenue goals. If leaders empathize with their frontline representatives and look for workarounds that don't integrate with core business systems, they are making a tough job impossible. The data doesn't flow into our systems of record and what the leader brings to the table in terms of predictions and outlook are in misalignment with the rest of the business. And it happens too often.

To further the argument that technical quality is on equal footing with public perception regarding "data quality," all companies reported significant hurdles in educating leadership about what is technically possible regarding data quality (46%).

If leadership teams can't agree on a consistent threshold for considering the data "good enough" (aka a consistent definition of data quality), considerable time is wasted arguing over results or ignoring results in favor of what they feel is correct. A dangerous game played often.

What frustrates Ops pros the most about the data quality problem?

Humans

> The leadership team does not see an issue with data quality and is not putting incentives out for users to adhere to data quality standards. Also, there is no budget for tools or FTEs to deal with this problem."

> Lack of understanding where data is coming from, when/how it's being updated and what is required vs. nice-to-have."

> No matter how much I stress the importance, leadership believes they can sprinkle some money, and a fairy will just clean it all up. They shy away from having to make big boy/girl decisions."

Technologies

> The most frustrating aspect of managing data within our organization is the multitude of systems housing critical information. While some of these systems are integrated, others are not, leading to significant discrepancies. Additionally, the fact that numerous individuals have the ability to import data further complicates the situation."

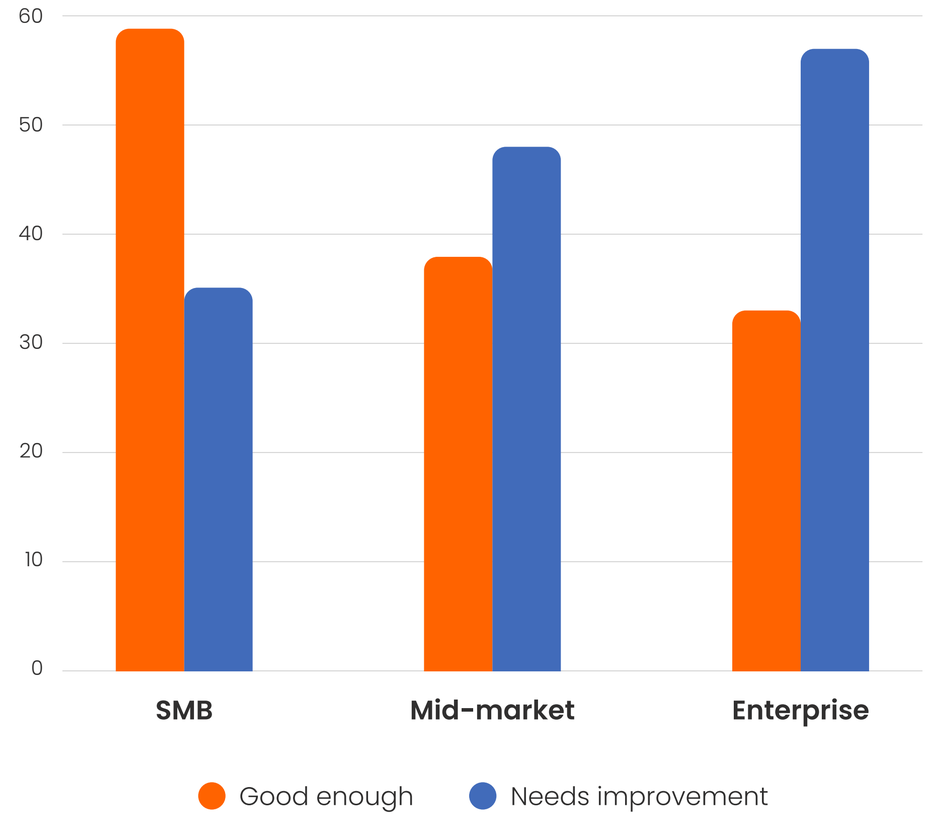
> Tech debt in our data infrastructure (data warehouse) outside of marketing platforms prevents data flowing into marketing platforms accurately and in a timely manner. Lots of troubleshooting and fire drills."

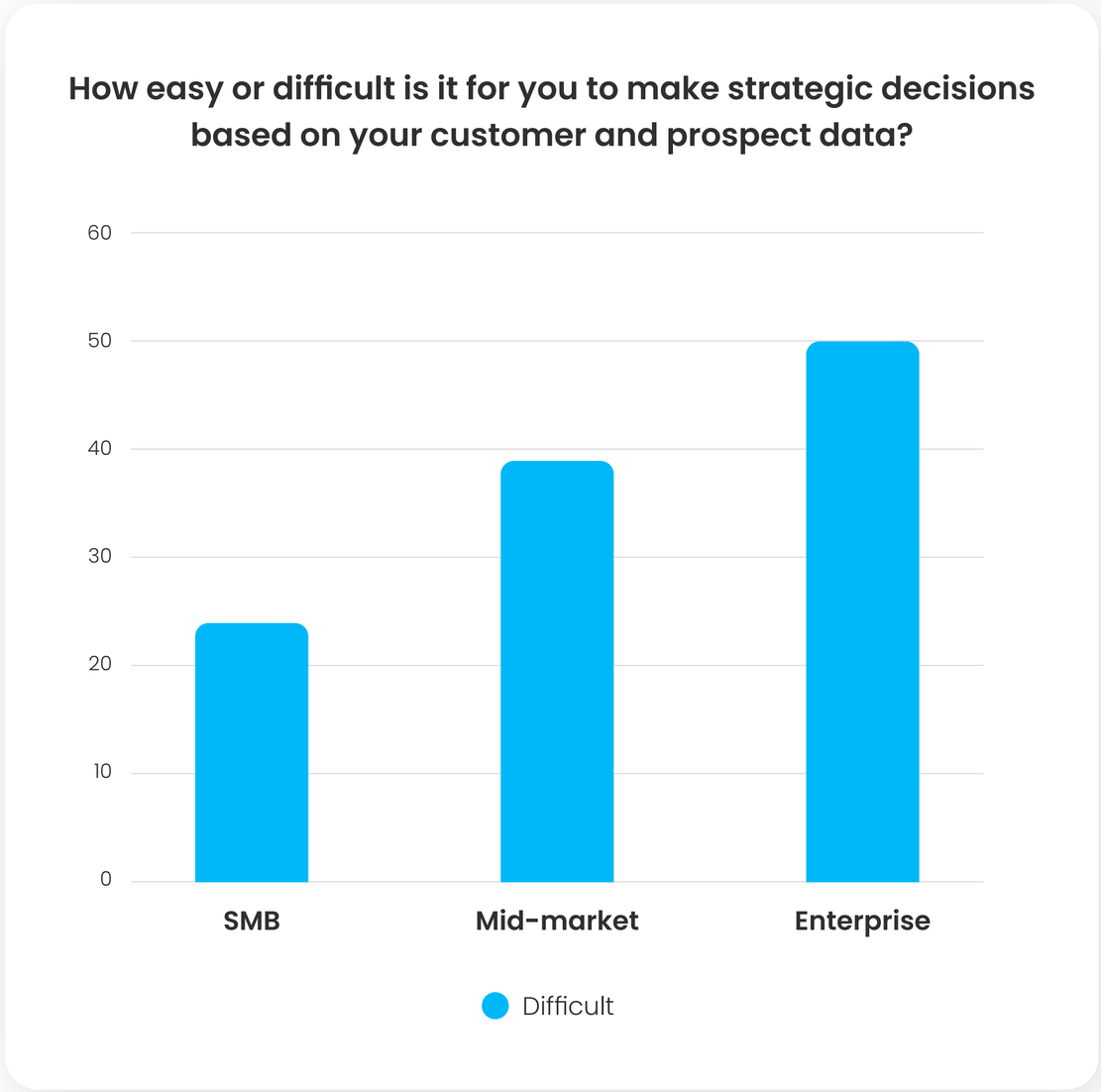
How data quality correlates with maturity

How data quality correlates with maturity

Does data quality improve as companies mature? Do they figure things out?

No matter the company size, the percentage of respondents reporting “excellent” data quality (about 11%) was consistent across company sizes. However, respondents were significantly less optimistic about their data quality and more definitive in their answers from SMB to Enterprise.





Opinions about how outcomes are impacted by data quality were also more intense as organizations grew larger. Ops in enterprise organizations were twice as likely to have a negative opinion about how their data quality impacts their ability to make strategic decisions.

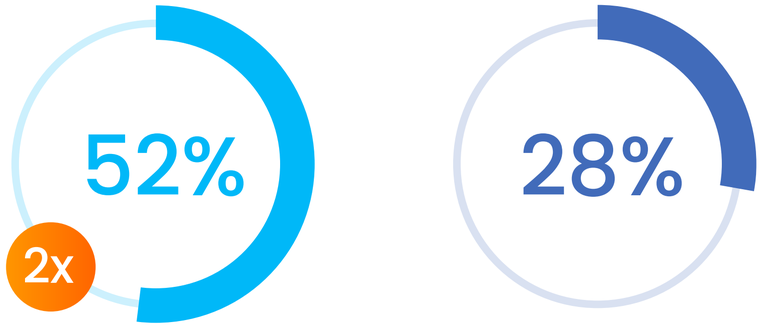
Larger organizations were also more critical of their data quality's negative impact on executives' ability to make strategic decisions.

Are larger organizations dealing with more data and struggling with stale information more than their smaller counterparts? Not that we can see in the data. Larger organizations are less forgiving in how they perceive data quality, but they are no more or less likely to struggle with poor data quality than small organizations.

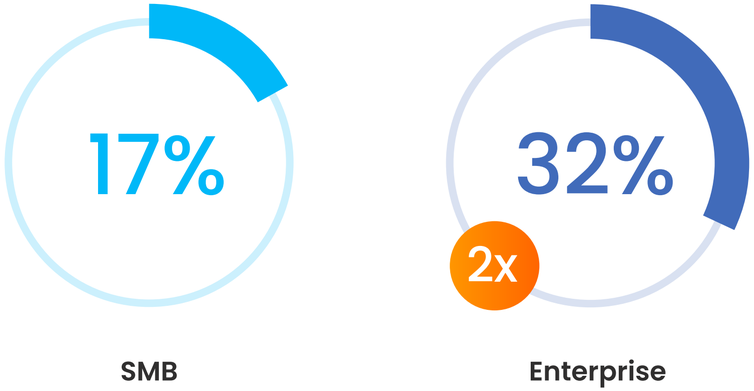
When looking at how organizations reported technical data qualities, nearly all technical issues were reported consistently across SMB, mid-market, and enterprise, except enterprise organizations are **four times more likely** to struggle with security and compliance issues and **half as likely** to report access to high-quality data as an issue for their organization.

"We struggle with restrictions due to security and compliance."

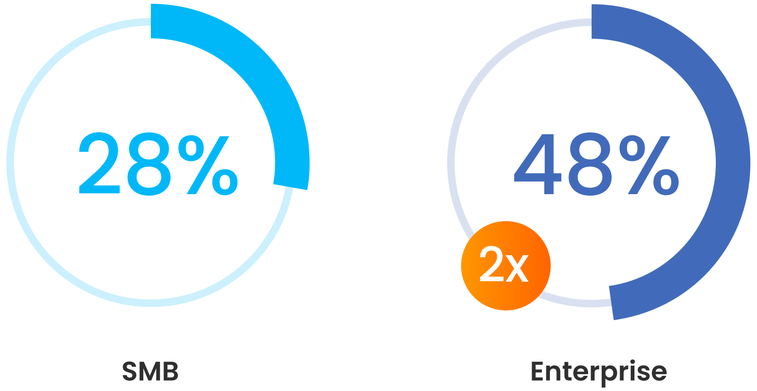
"We have limited access to high-quality data."



"We don't have the right skills on our team."



"Our departments are siloed and distrust other teams' data."



When looking beyond the technical issues with data and examining the cause of these problems, large companies were **twice as likely** to report that much of their distrust in the data was due to siloed departments not trusting numbers from other teams and that their team does not have the necessary skills.

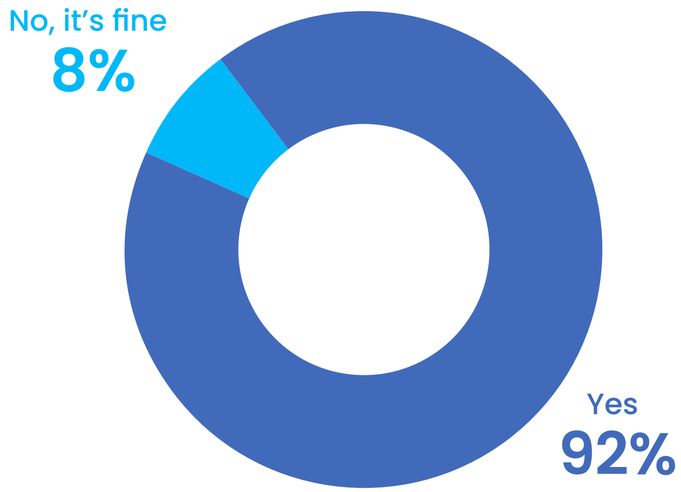
Given that most data struggles are consistent across company sizes, there may be more resource limitations in smaller companies and more politics in play at larger organizations. However, more research needs to be done.

How destructive is poor data quality?

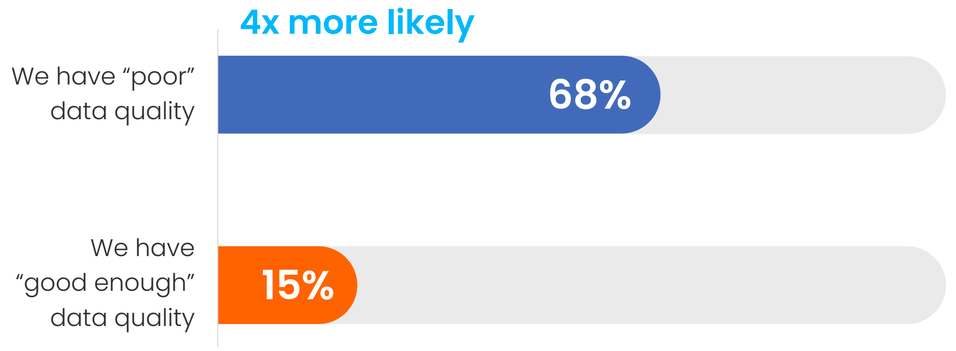
How destructive is poor data quality?

A whopping **92% of companies with poor data quality** report that it negatively impacts the success of their go-to-market activities.

Is your poor data quality impacting the success of your go-to-market activities?



It's "very difficult" to make strategic decisions based on our customer and prospect data



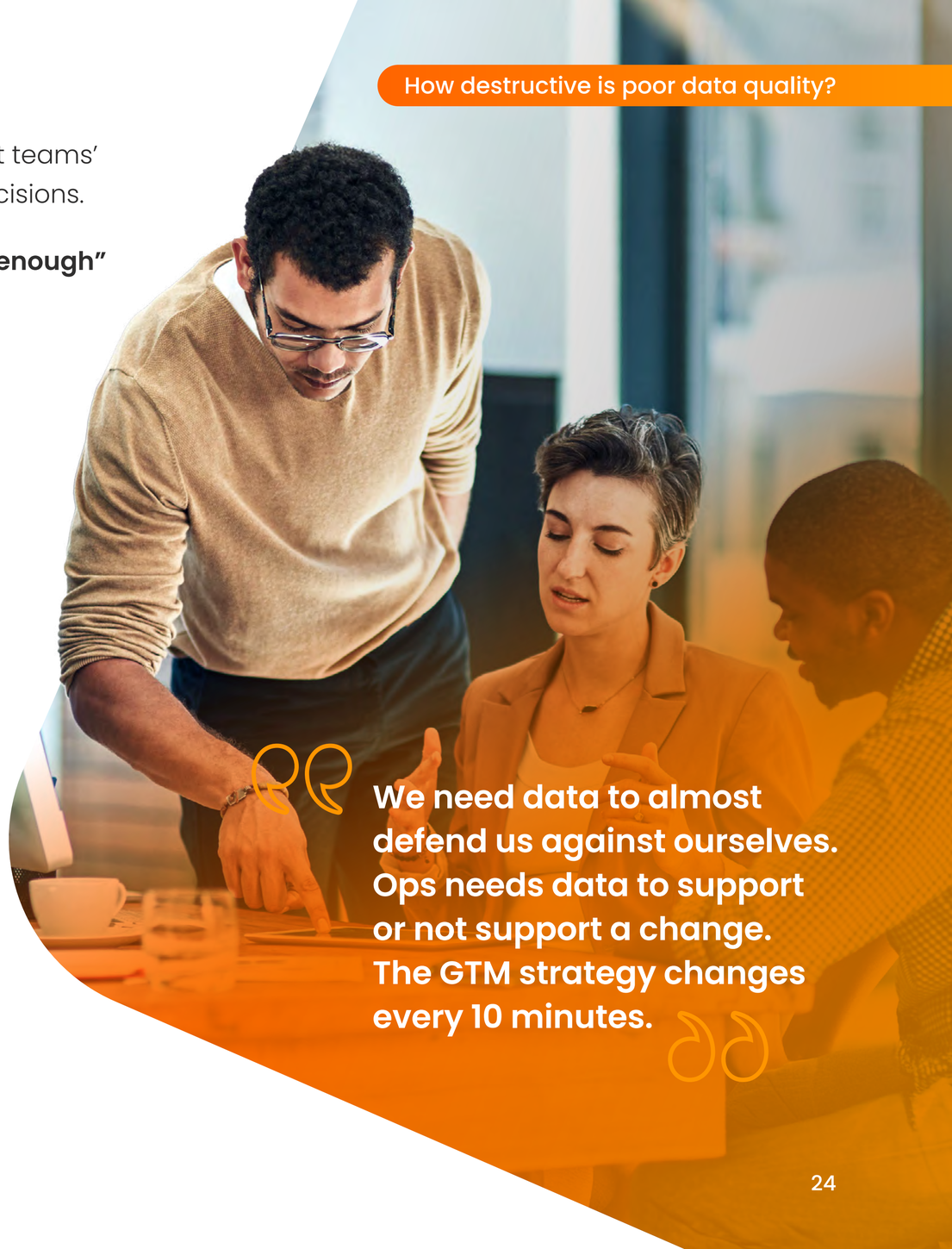
Respondents with poor data quality are also **4.5 times more likely** to report that making strategic business decisions is difficult.

It seems obvious that poor data quality would have a negative impact on the go-to-market teams' ability to execute the company vision and leadership's ability to make the right business decisions.

What was shocking was the percentage of respondents who classified their data as **"good enough"** and also reported that their data negatively impacted their go-to-market team activities.

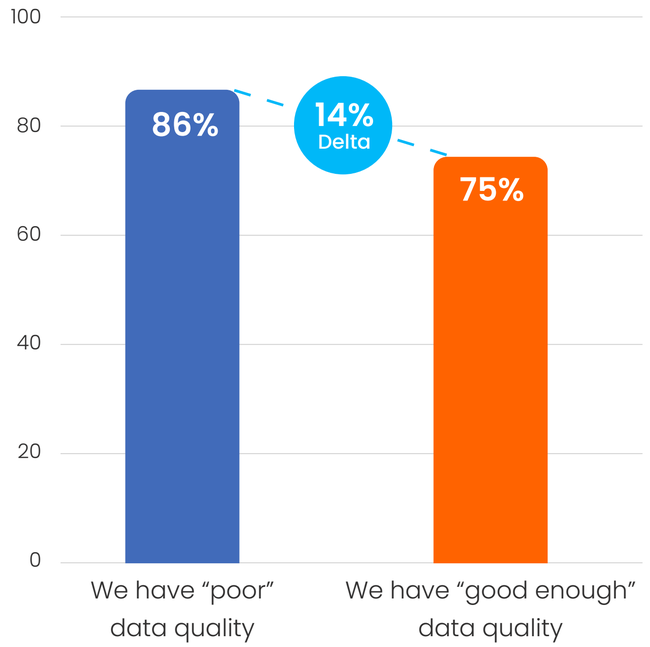
Our poor data quality is negatively impacting our go-to-market team's activities

We have "good enough" data quality



> **We need data to almost defend us against ourselves. Ops needs data to support or not support a change. The GTM strategy changes every 10 minutes.**

I don’t think everyone in my organization has the same definition of “data quality”



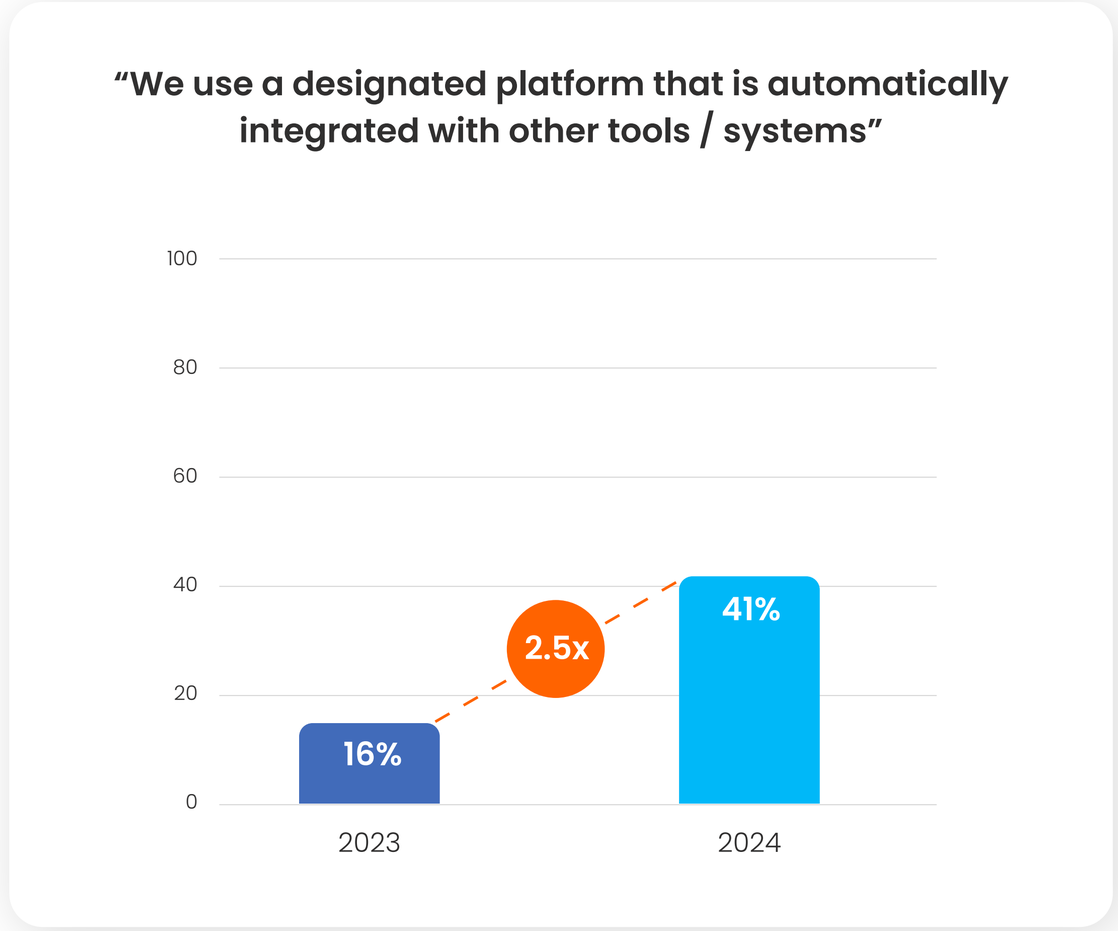
But do employees distrust data because it negatively impacts their ability to execute, or do they avoid data whenever possible because they think it’s “bad”? Unfortunately, **we can’t seem to agree on a definition of data quality**, so knowing when data is truly **“good enough”** is subjective.

How people currently manage their data

How people currently manage their data

We've established that companies of all sizes consistently struggle with technical data issues and uncovered that leadership's willingness to support and enforce data-related efforts can make or break an organization's trust in their data. It's important to understand the methods people use to manage data today, how their immediate improvement plans are trending, and whether AI is going to play a part in their efforts to fix their data issues going forward.

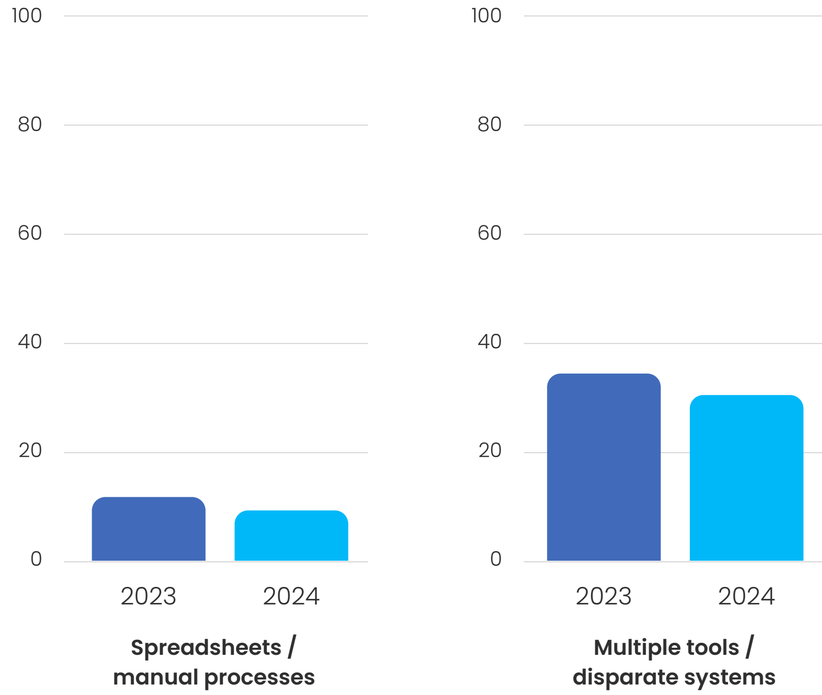
There was a significant jump in operators using platforms purpose-built for integrating key tools and processing data — nearly two and half times the respondents who reported using these tools last year.



Surprisingly, the number of respondents dependent on spreadsheets or manual data transfers **did not decrease** by a meaningful margin.

Instead, we saw the number of automatically integrated tools **increase in proportion** to the decrease in manually integrated tools.

Which option best describes how your team manages its customer and prospect data?



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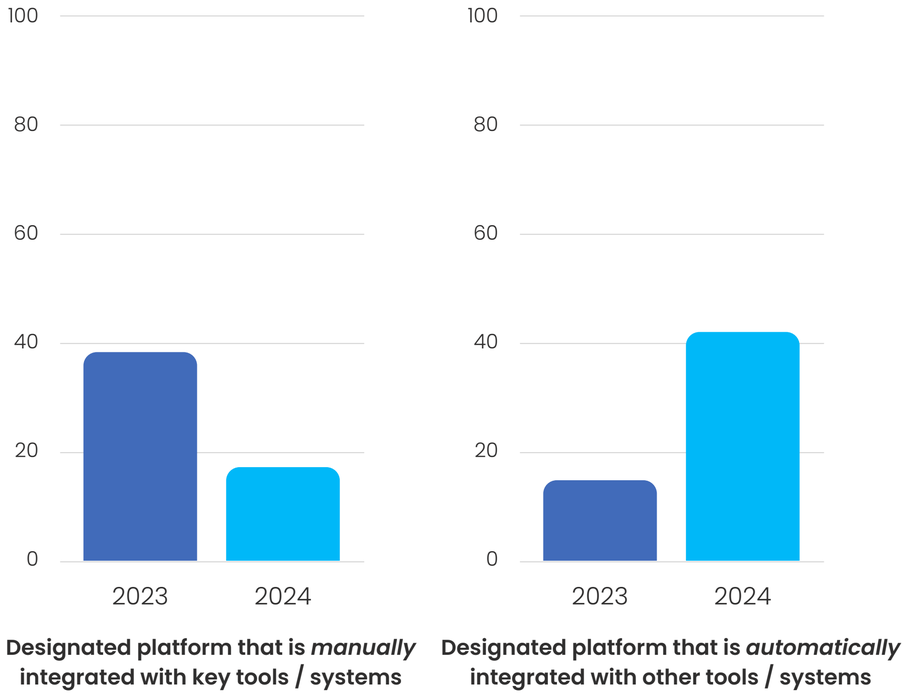

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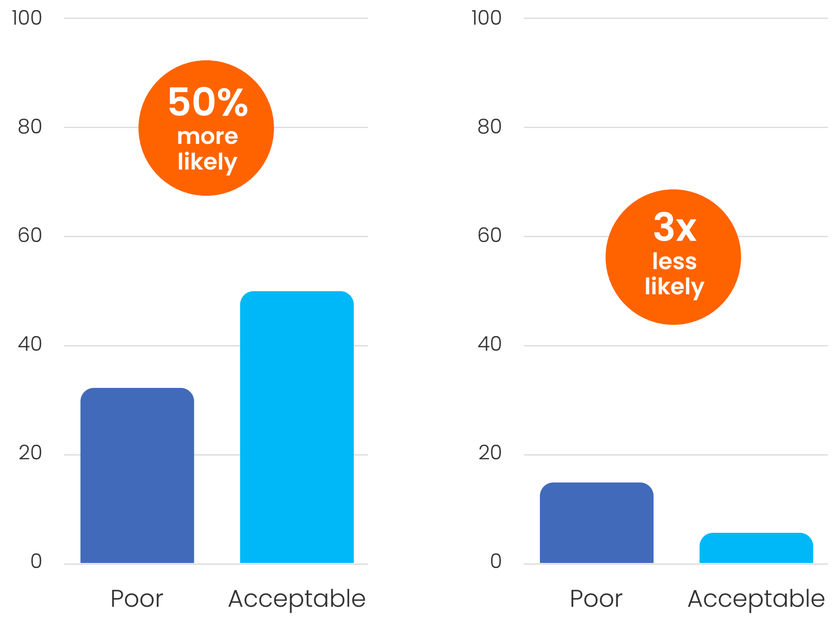


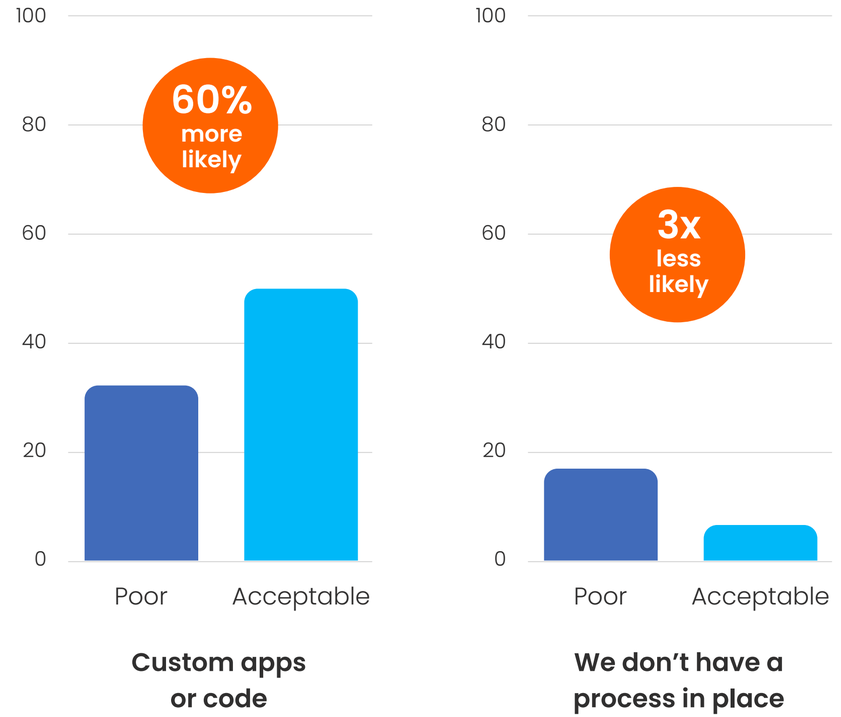
Counterintuitively, enterprise companies are no more likely to use automatically integrated tools than SMB companies. They are also no less likely to use manual processes and spreadsheets.

> **We are doing a lot of manual work, and segmentation is a mess. It is hard to look at the data without doing a lot of manipulation, cleansing, etc.**

It's important to note that there are significant differences in how respondents with "poor" and "acceptable" data quality manage their data. Respondents with acceptable data quality were **three times less likely** to use spreadsheets and manual processes and **50% more likely** to use automatically integrated tools.

Those with acceptable data quality are **three times more likely** to have a process in place to improve the quality of their customer and prospect data. They are also **60% more likely** to use custom apps or code to manage customer and prospect data.

How are you currently working to improve the quality of your customer and prospect data?



How people are planning to manage their data in 2025

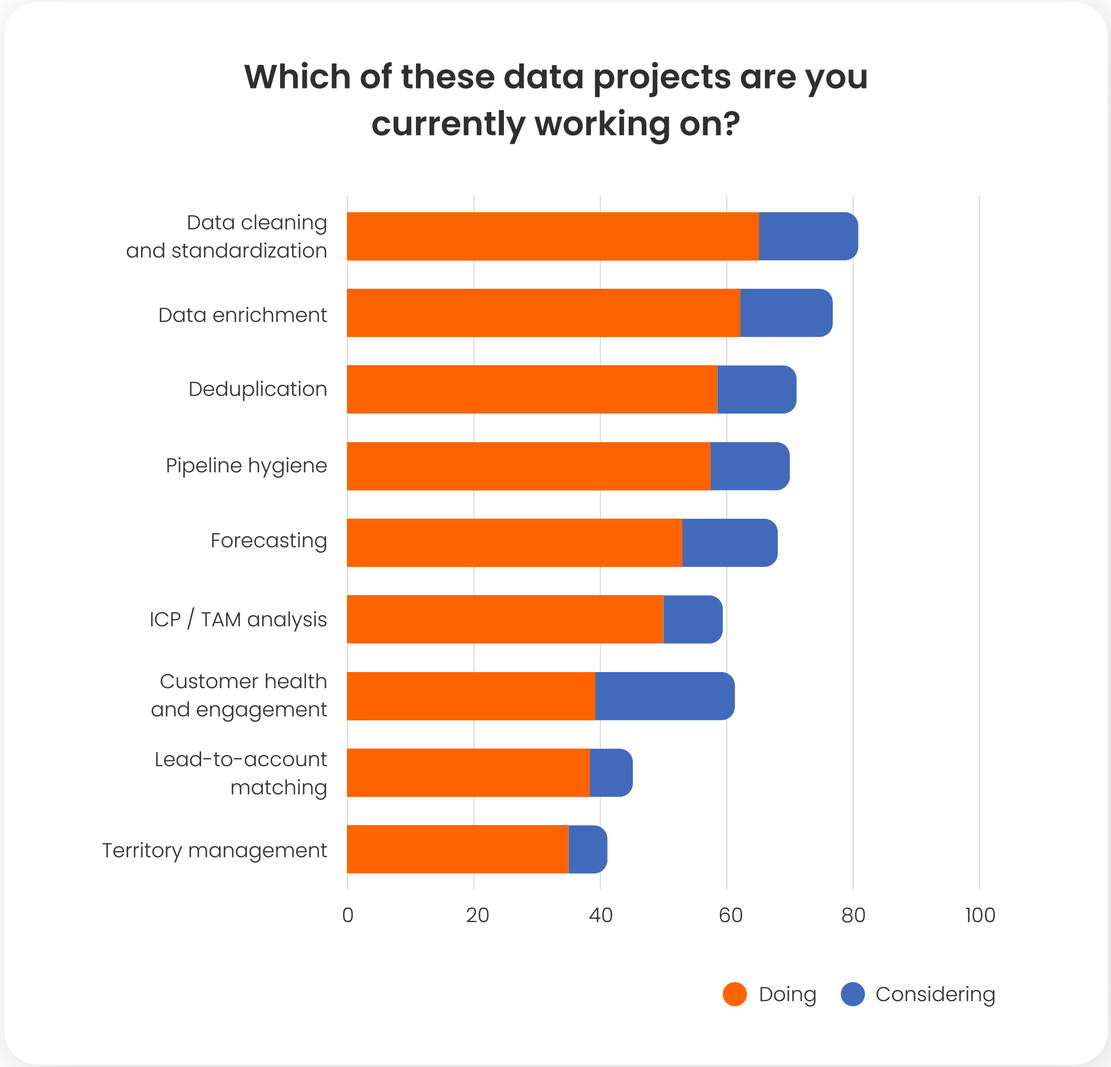
How people are planning to manage their data in 2025

The data has proven that the data quality conundrum is equal parts public perception and technical data accuracy. Does this factor into how they plan to fix their data problems?

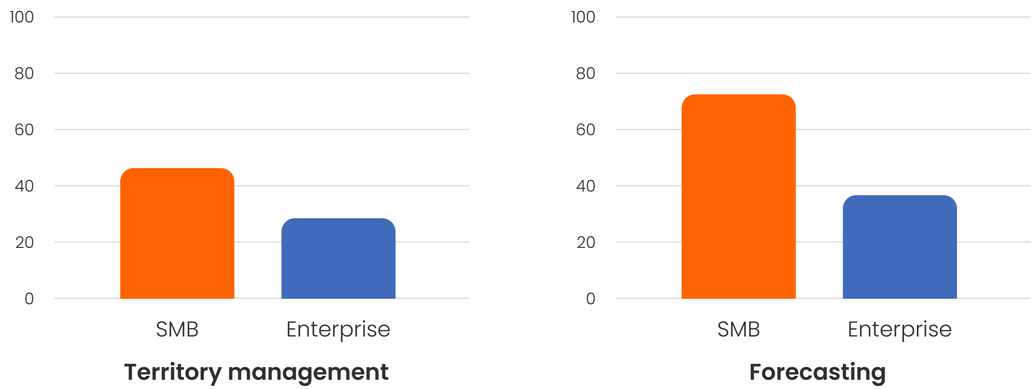
Not really. People primarily focus on resolving technical data issues rather than advocating for alignment on how to define data quality.

Almost all — 99% — respondents reported that they are working on a data improvement project.

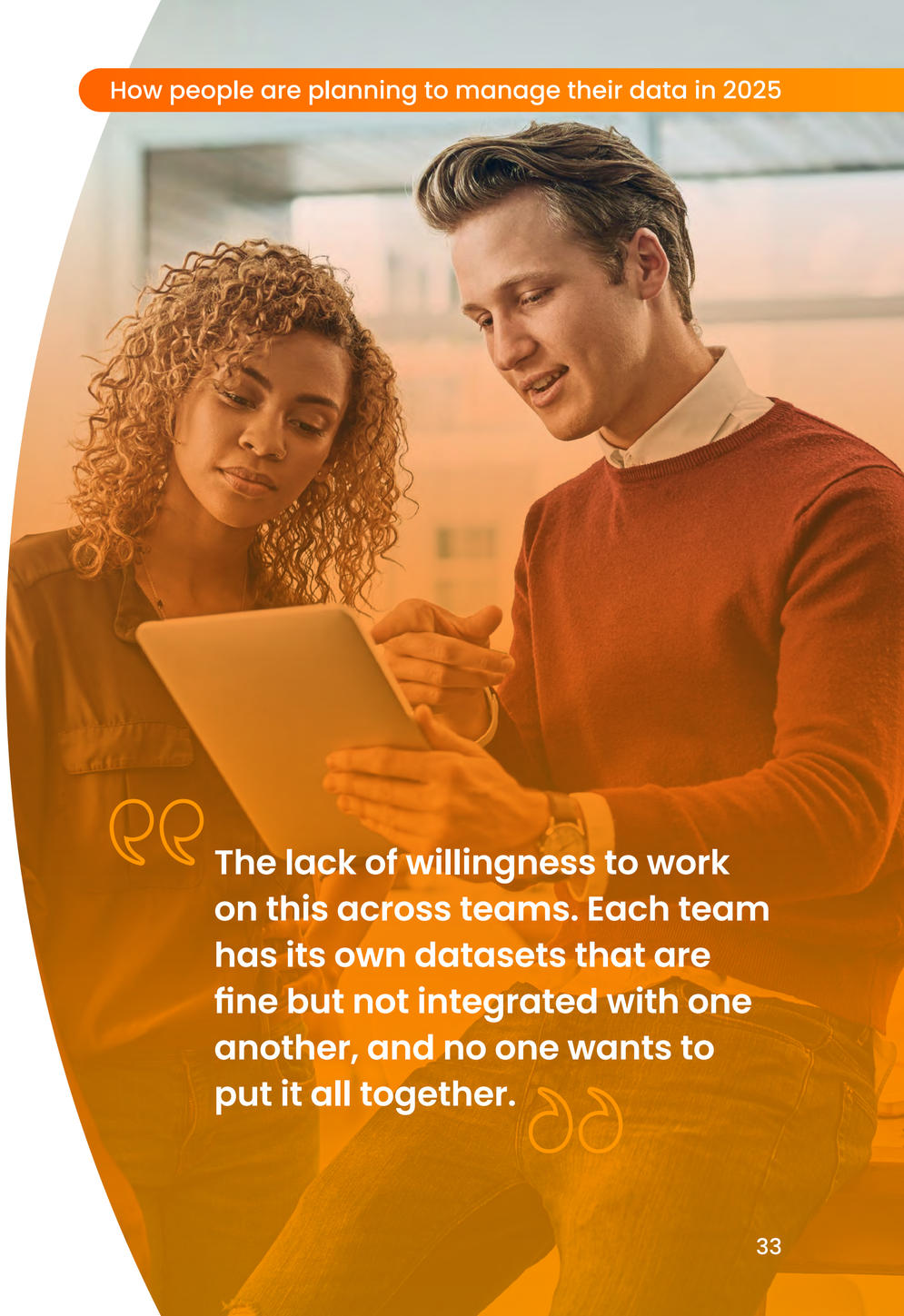
The biggest delta between the projects currently underway and those being considered for 2025 is “Customer health and engagement.” It was rated third from the bottom in terms of current projects but jumped to the top when respondents were asked what they’re considering tackling in 2025. After 2022, more organizations are focused on retaining customers and expanding their existing revenue commitments, so the fact that more people are considering customer health and engagement data projects is very logical.



Data priorities were fairly consistent across company sizes. The most notable exceptions were forecasting and territory management. Enterprise companies were half as likely to currently be addressing data quality in these categories, which may suggest that they have settled on a consistent definition of their ideal customer profile.



While there are clear patterns indicating that improving the quality of several categories is a priority for businesses, we also received comments that made it clear that departments often disagreed on which data should be prioritized and what the goalpost is for “good enough” quality.



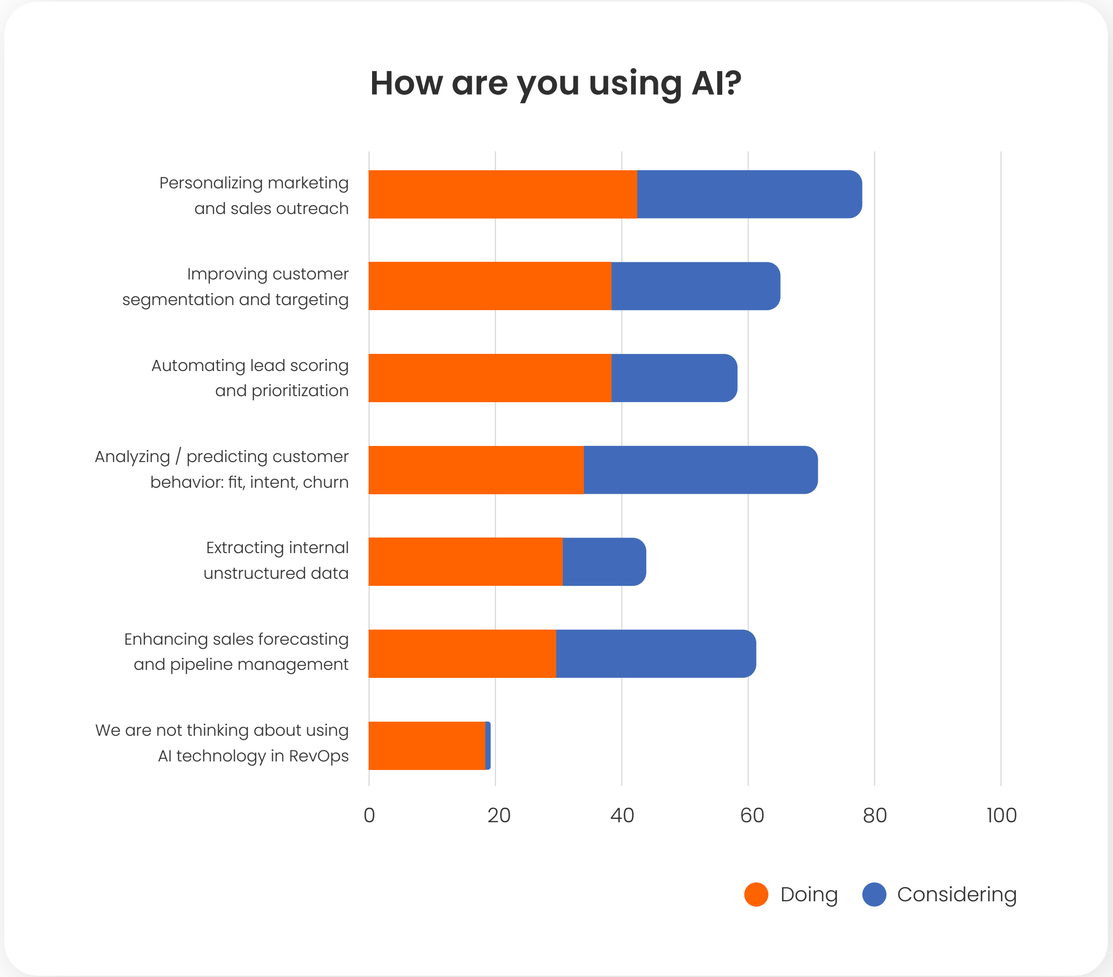
How GTM teams are adopting AI

2025 State of RevOps Survey

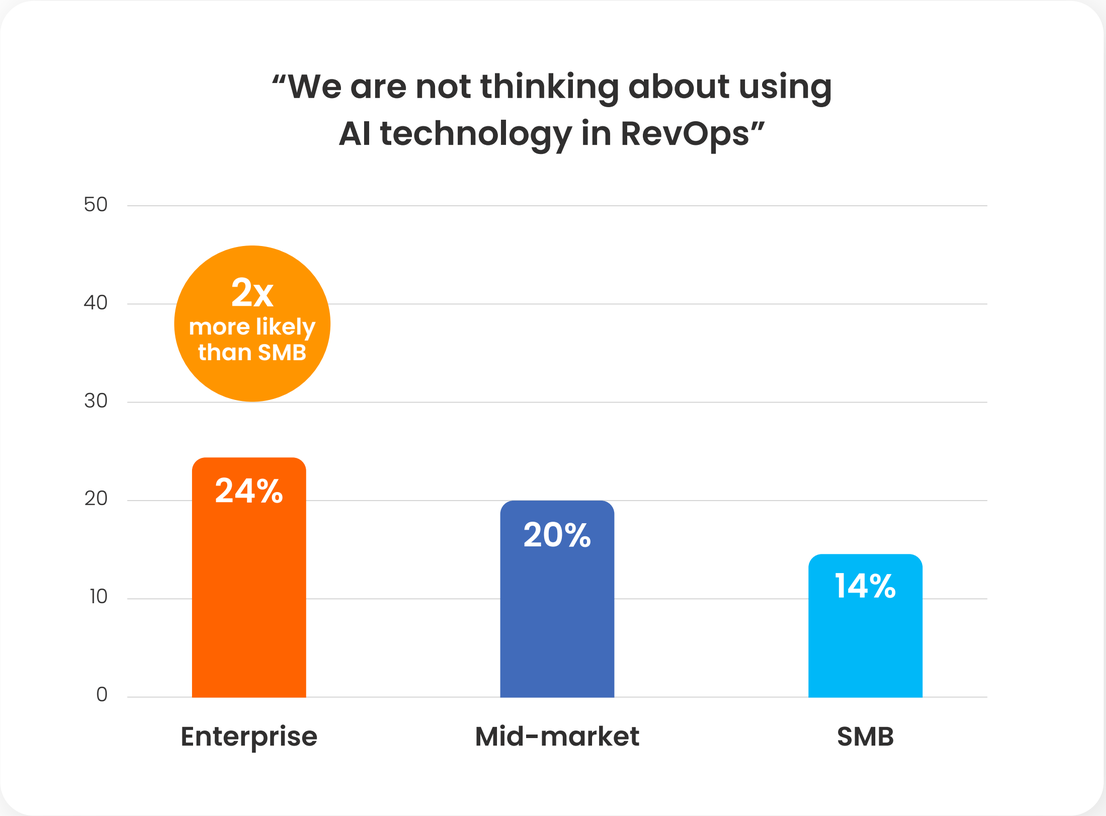
How GTM teams are adopting AI

AI has a lot of potential to improve data quality for companies, particularly when it comes to normalizing unstructured data, identifying inaccuracies between systems and publicly available data, and making it easier to implement complex logic when cleansing data.

When asked how organizations are planning to use AI in new ways, we noted that companies are most keen on using AI to predict customer behavior: fit, intent, and churn. This is very consistent with which data project is at the top of the new project list for 2025 and the fact that businesses are refocusing on customer expansion post-2022.

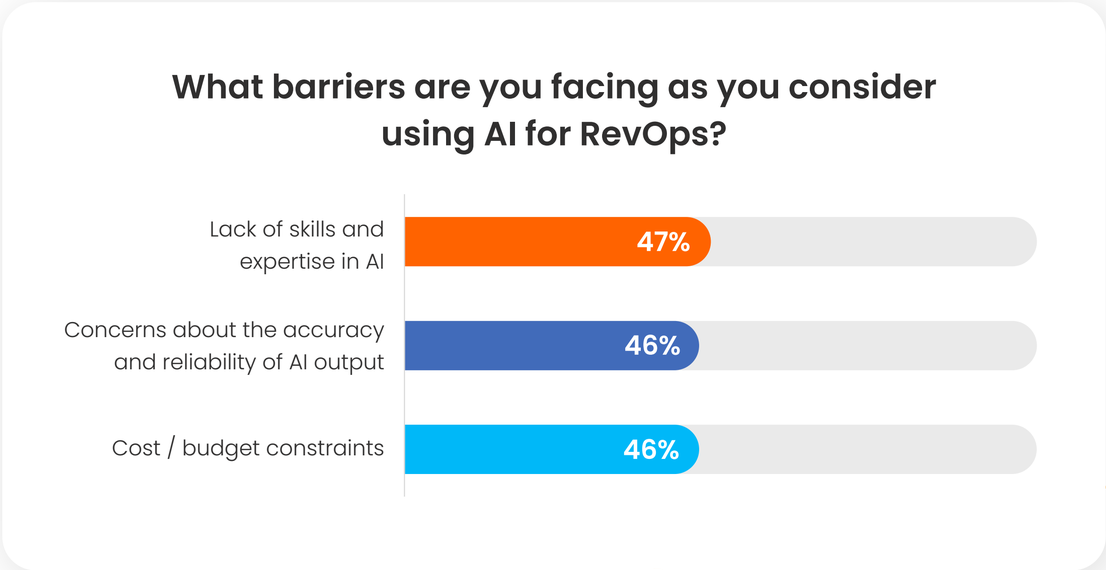


The majority of operations professionals (80%) are using AI across a variety of use cases. However, 19% are not considering incorporating AI into their current operations. While this sentiment appears in all segments, enterprise respondents are **three times more likely** than SMB respondents to admit to not considering AI.

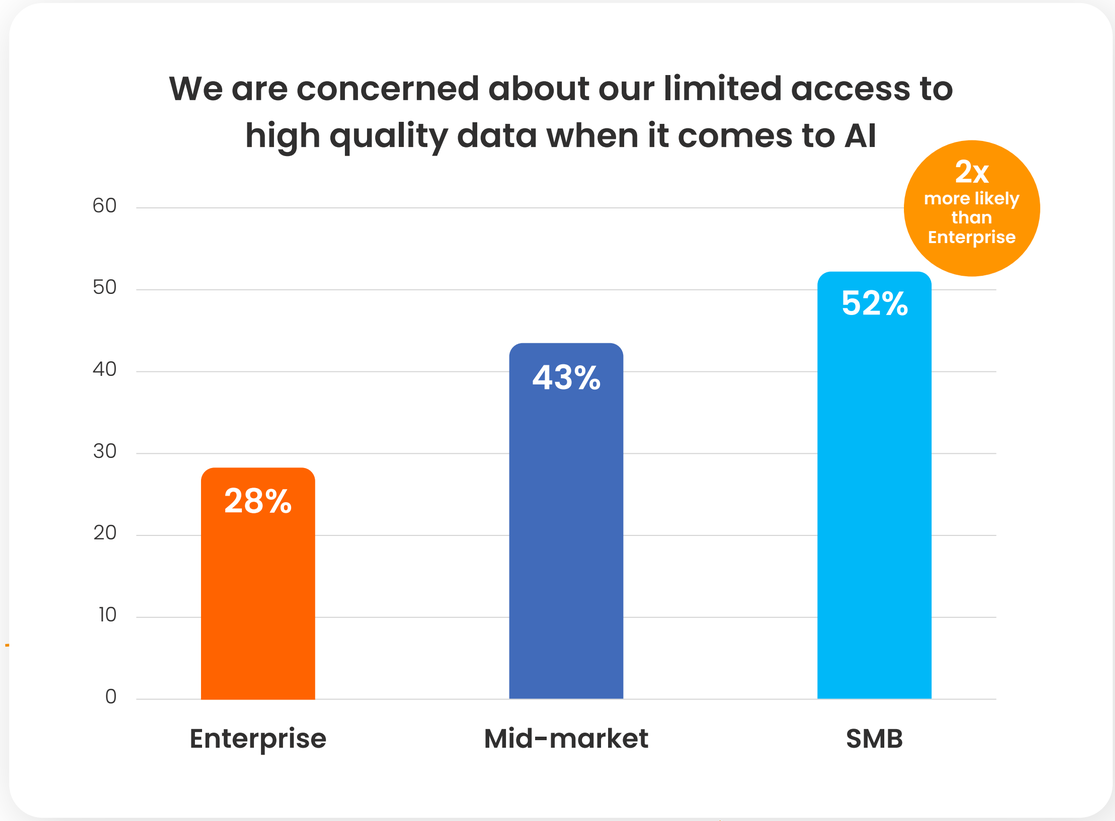


When asked which barriers respondents are facing as they consider AI, the differences in responses between company sizes were striking.

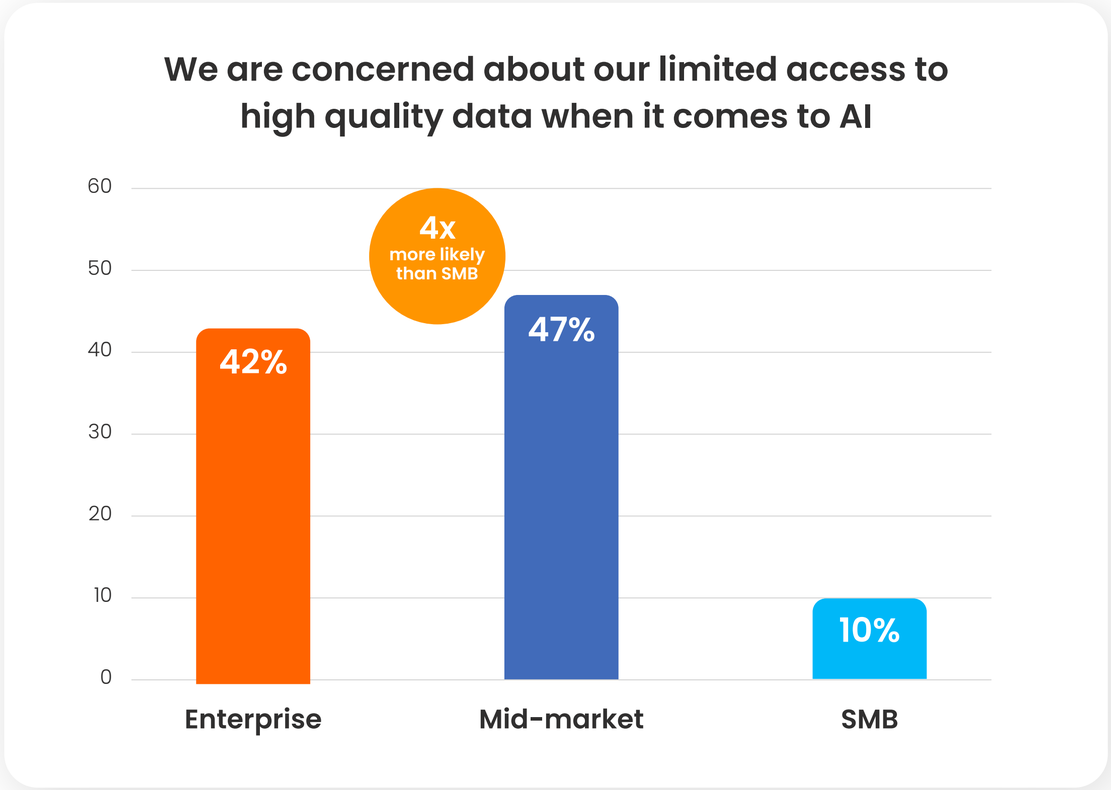
When analyzed in the aggregate, revenue operators report that their top concerns about adopting AI are "a lack of skills and expertise in AI," "concerns about the accuracy and reliability of AI output," and "budget constraints."

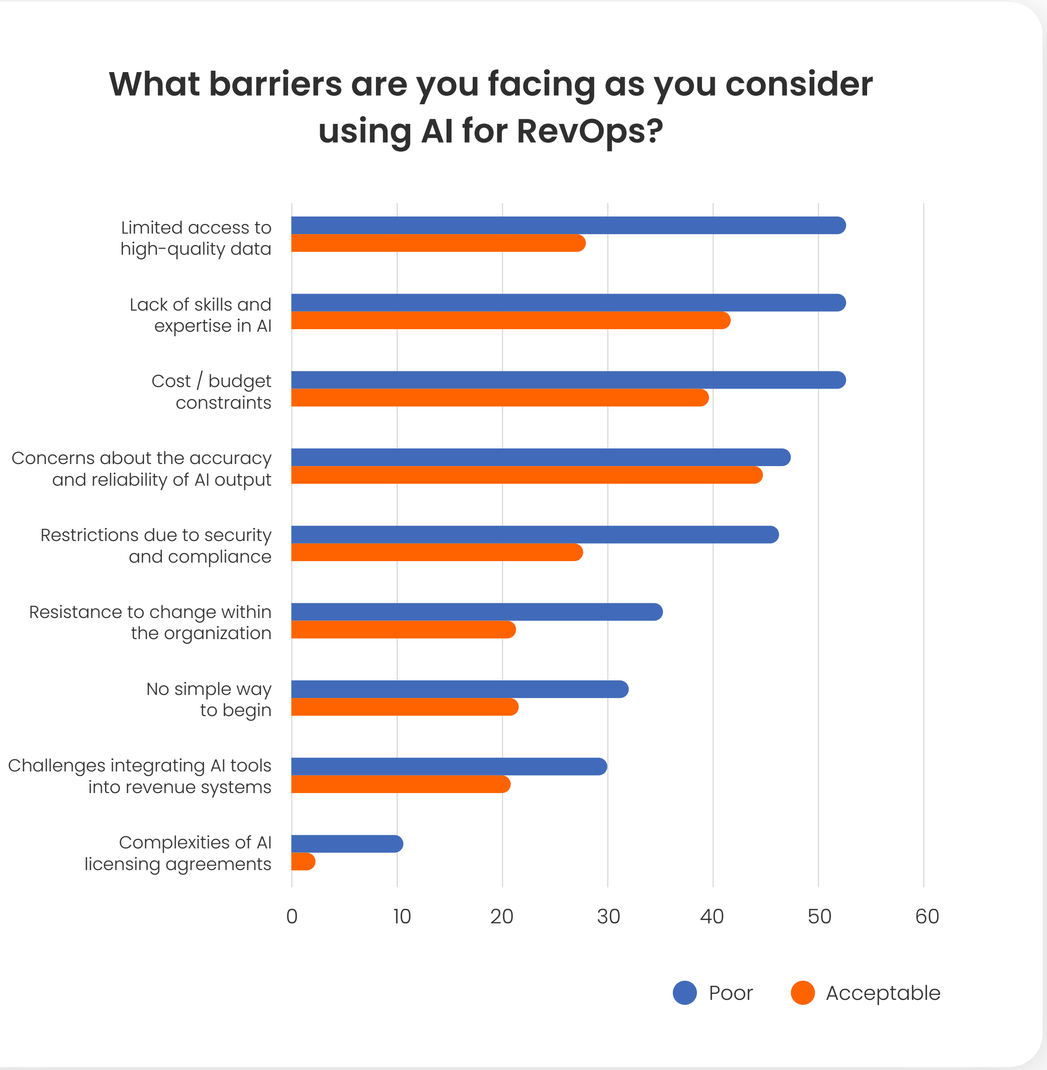


When comparing company sizes, enterprise companies are **two times less likely** than SMB companies to be concerned with "limited access to high-quality data." Large companies generate more data and often have more resources to draw on, so this observation is easy to rationalize.



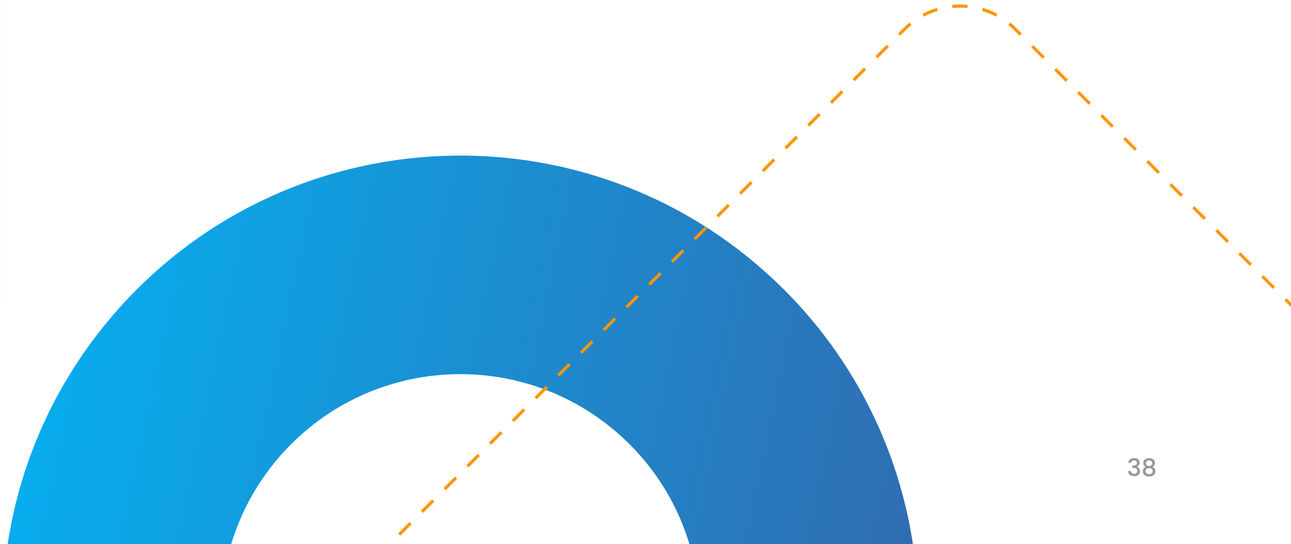
Small companies (under 100 individuals) were more than **four times less likely** to report concerns over security and compliance. This also makes sense: Leadership teams allow smaller organizations more leniency and tend to be less concerned about things like SOC 2 and other compliance frameworks. To further support this assumption, companies were more likely to centralize AI tool decisions in IT as they scaled.





Another observation is that companies with acceptable data quality were less likely to struggle with hurdles to adopting AI across all categories than companies with poor data quality. Experts in machine learning and generative AI have long argued that better data quality correlates to better outcomes. The old analyst adage of “garbage in, garbage out” certainly applies to implementing AI.

This will be a very interesting topic to explore again next year. We envision collecting opinions on efficacy and information to help infer whether some use cases were proven more effective than others.



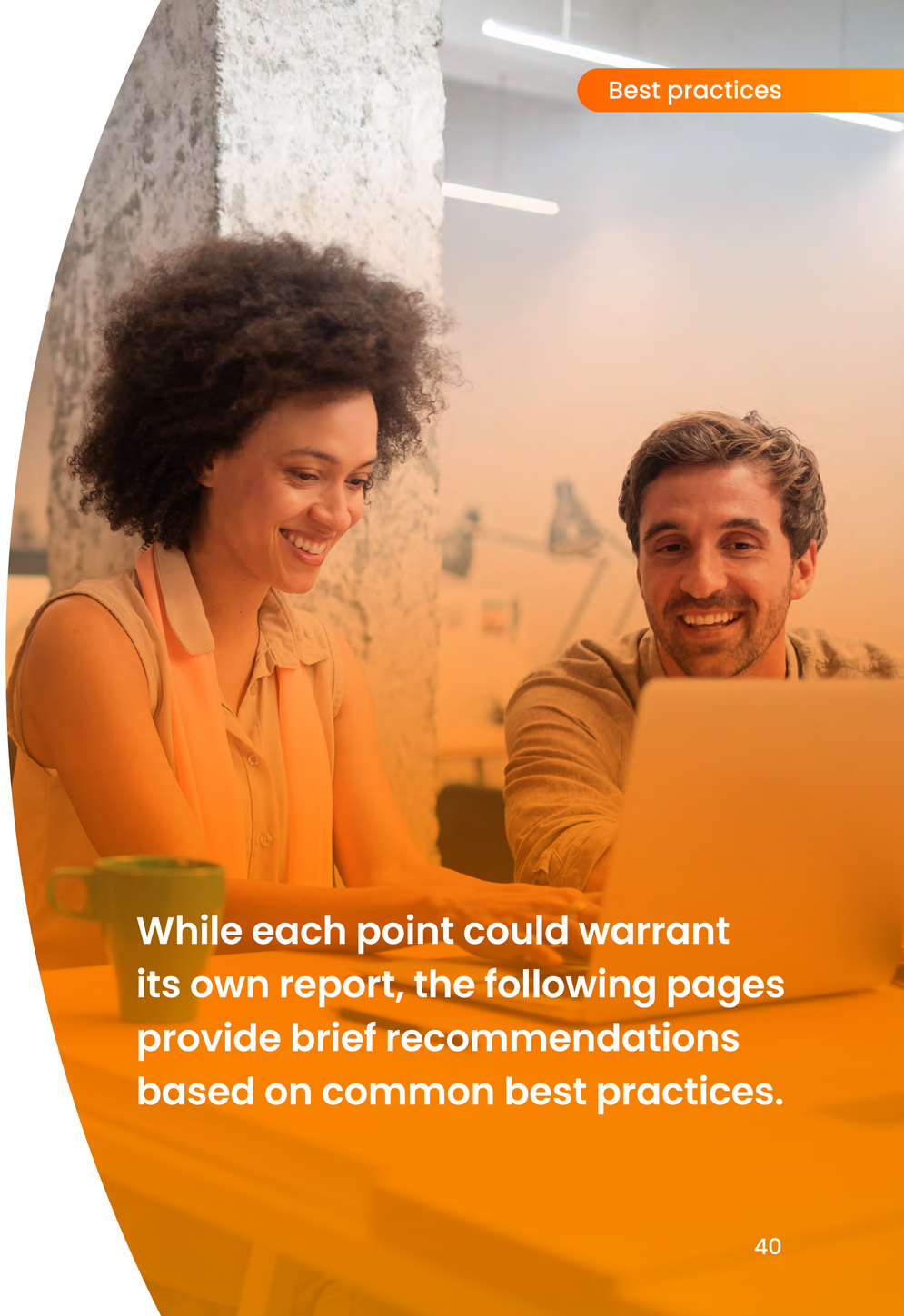
Best practices: What operations professionals should be doing differently

Best practices: What operations professionals should be doing differently

This survey was intended to help us all understand how people define data quality — whether it is a technical accuracy issue or something teams struggle to find common ground on — and how they are trying to address it.

When analyzing those who reported "acceptable" data quality compared to those who reported "poor" data quality, clear patterns emerged. The **four attributes of statistical significance** that differentiated these two categories were that **"acceptable"** data quality respondents:

1. **Have a shared definition** of data quality across their organization.
2. **Use a designated platform** that is automatically integrated with other tools and systems.
3. **Have a process in place** to improve the quality of their customer and prospect data.
4. **Use custom apps or code** to improve customer and prospect data quality.



While each point could warrant its own report, the following pages provide brief recommendations based on common best practices.

1

Establish a common data quality definition

The more difficult aspects of aligning on a definition of data quality are getting leadership to agree on one overarching company objective and then prioritizing which data needs to be accurate and to what degree to support that objective. Naturally, the data quality definition will vary by a company's needs and evolve as a company matures.

Young startups without product-market fit will need to prioritize firmographic and demographic information paired with lead and opportunity tracking. They will need to decide which company and persona attributes correlate with wins and prioritize the accuracy of those data points while letting others (like cell phone data accuracy) slide.

After years of enrichment and manual updates, mature organizations must define what is considered "stale" data. They should also embrace weighting to adjust and correct which tactics and profiles are most effective today. Old information collected under different market conditions is bound to be misleading. They should also perfect their forecasting and customer engagement processes to scale what works best.

2

Use a designated platform that is automatically integrated

Once organizations have a data quality definition and their leadership team is bought in, it's time to focus on an integrated platform to ingest and process data. This platform could be a customer data platform, go-to-market analytics platform, data warehouse, or data lake with visualization layers. As long as the data is centralized, calculated, corrected, and then communicated consistently, your organization has a much higher chance of acting on the same results.

Organizations that don't prioritize bidirectional integration and data syncing across core systems risk departments making decisions based on inaccurate information. These decisions are bound to conflict with the primary business objective and slow progress.

3

Implement a process to improve the quality of customer and prospect data

Businesses that don't prioritize investing in automating repeatable data hygiene tasks don't understand the real value in their operations teams.

Ops pros who are freed up to focus on ingesting data and interpreting results into actionable insights are huge productivity and efficiency boosters in their organization. Instead of crunching numbers and trying to arrive at a "correct" number, they can figure out why patterns are emerging, accelerate what works, and help the business avoid what is failing.

While some companies solve their data problem through brute force and human capital, it's more cost-effective and scalable to determine what can be solved through automation and test it extensively.

4

Use custom apps or codes to improve customer and prospect data quality

Each business has different needs. Some organizations sell to multiple departments or business units within an organization, making lead-to-account matching extremely complex. Others need to understand the technologies prospective customers use and sort through unstructured data to do so.

Complex business environments will need resources that can gather requirements and implement a solution. More often than not, these resources will also need to either modify tools that can be purchased or build their own logic in a data platform that can push corrected information back into their core tools.

Conclusion

Our respondents overwhelmingly reported that there isn't one consistent definition of data quality at their company, let alone across multiple organizations. If you only have the time to focus on one data quality project this year, prioritize getting business leaders to align on a single definition of data quality.

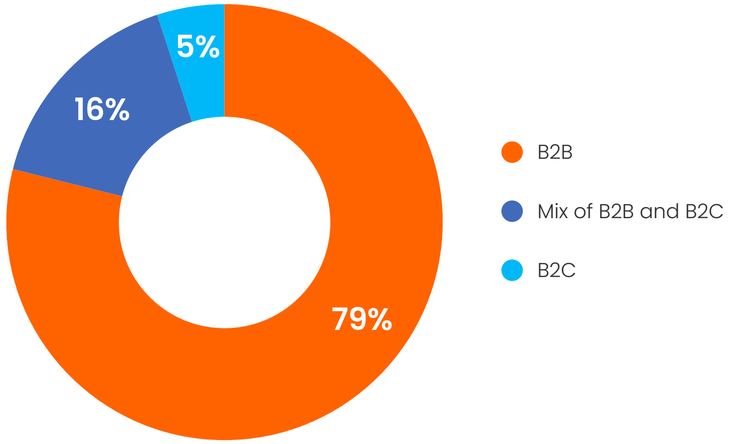
Once your leadership team agrees on a goal and aligns on a vision of data quality, revenue operations will have a much better chance of prioritizing and executing future projects successfully.

Methodology

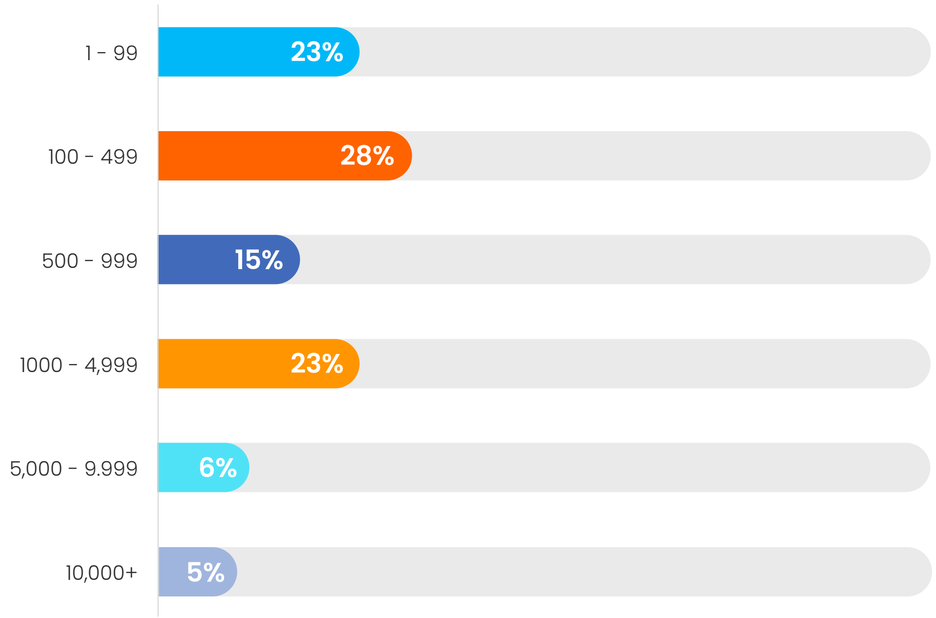
Firmographic and demographic data on respondents

In Q4 2024, Openprise and its community partners surveyed more than 150 revenue operations professionals to collect their observations about data management. Respondents, who work largely in business-to-business organizations (79%), skew heavily toward information technology and professional services industries.

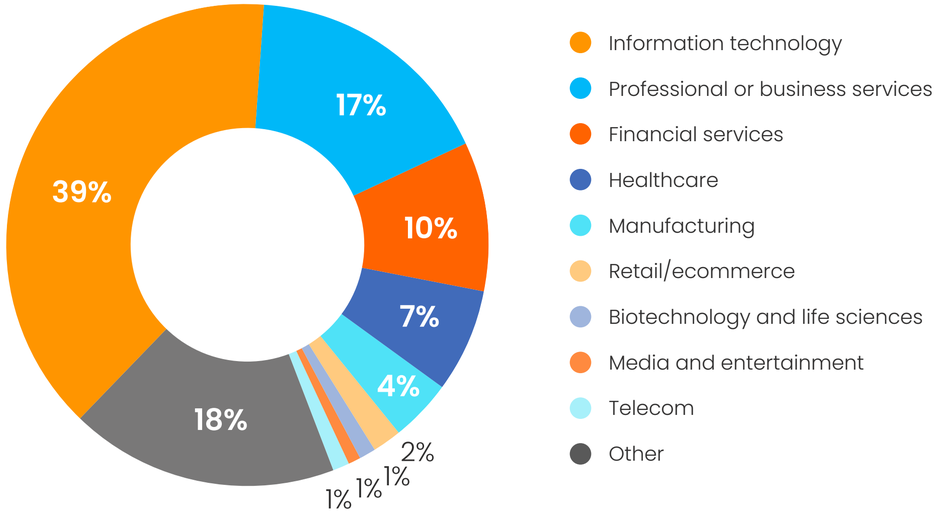
How would you classify your organization?



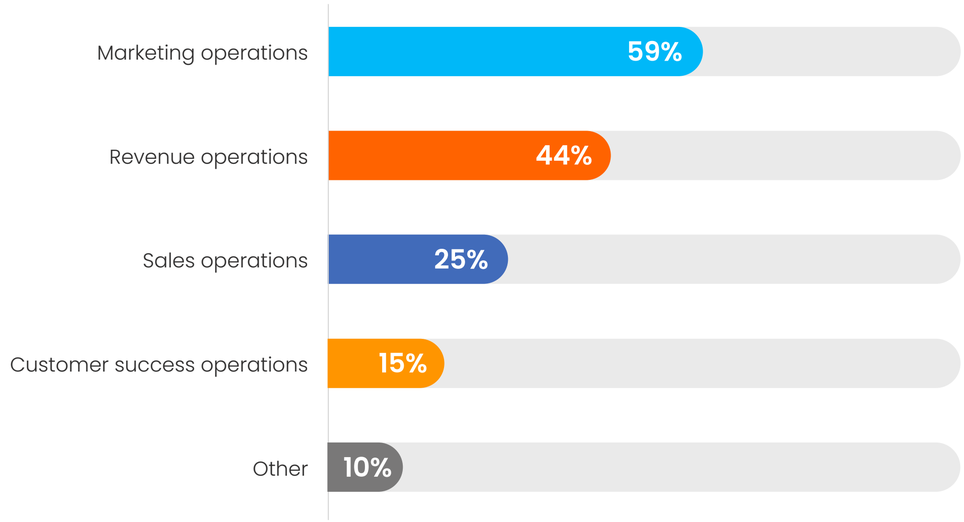
Counting all locations where your employer operates, what is the total number of people who work at your company?



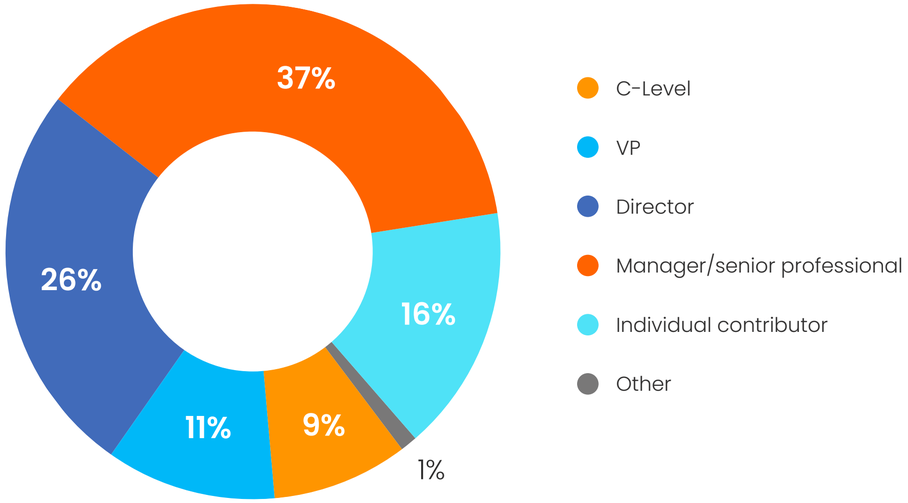
Which of the following most closely describes the industry you work in?



What department do you work in?

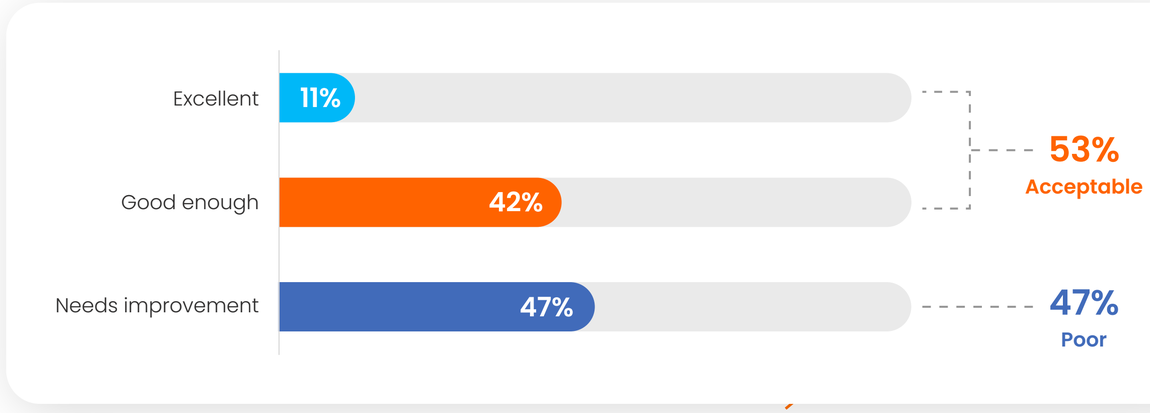


Choose the option that best describes your role.



How we calculated data quality

Respondents who reported their data was **“excellent”** or **“good enough”** were grouped into the **“acceptable”** data quality category. **“Needs improvement”** respondents were considered **“poor”** data quality.



The 2025 State of RevOps Survey was fielded to hundreds of operations professionals in partnership with the RevOps Co-op and MarketingOps.com and their community members.

MarketingOps

MarketingOps is the community-led platform and private network setting the standard for Marketing Ops professionals. Our mission is to facilitate the advancement of Marketing Ops and empower MO Pros everywhere through educational and entertaining content, resources, research & events, centered around a diverse and inclusive community.

RevOps Co-op

The RevOps Co-op is a community for revenue operations professionals — including sales operations, marketing operations, and customer success operations. The community is built to serve our members through on-demand expertise, best practice content, education opportunities, and networking events – so you don't have to learn RevOps from scratch (like we did). At the RevOps Co-op, we believe we all win when we lift one another up.

Join the club

Openprise is a leader in revenue operations (RevOps) data automation, helping companies transform their data into action at scale. We pioneered the first end-to-end, no-code RevOps Data Automation Cloud purpose-built for non-programmers to integrate and unify siloed data and automate key go-to-market processes. Our single cloud platform aligns marketing, sales, and customer success teams and simplifies their technology to deliver fast and efficient revenue growth. Revenue leaders from Fortune 500 and fast-emerging enterprise companies depend on Openprise and our industry-leading partner ecosystem to drive competitive advantage.

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