

# A Disciplined Approach to Managing Data Decay

Data decay is one of the biggest challenges companies face.

The average profile with year-old data is

**25–33%**

inaccurate

And that rate increases to

**50–67%**

at two-years old

## Data Quality (DQ) Dimensions

How to use the dimensions of data quality



Develop metrics to monitor the health of data for each dimension



Create a composite data quality score for each record and weight according to the importance of each dimension



Utilize your metrics and scores for MDM processes, such as best record

## Data Management Process

Companies need to develop trust, determine recency and frequency, and ensure completeness of their records



**Trust**

If one of the records has been updated via a more trusted source (e.g., a CAM vs. a tradeshow lead), then it will win.



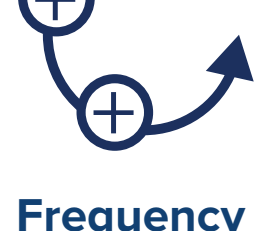
**Recency**

If trust cannot determine best record, then the most recently updated record will win.



**Conformity & Completeness**

If more than one record shares the same last modified date, then the most conforming and complete record will win.



**Frequency**

If there is no single most complete and recent value for a field, then the most frequent value will win.

There's little discipline in CDM governance, resulting in “dirty” data and inaccurate reporting.



Channel chiefs must fight against these challenges, including the absence of a single source of truth.

## Best Practices

Best practices to improve data quality include:

Onboarding & Enablement Process

Self-Service Profile Management

Program Membership Renewal

With this in place, channel chiefs can ensure data quality, integrity and improve management decisions.

For insights on how to improve channel sales performance with data-driven decision making

[Download the eBook](#)

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