

What Is Inefficiency Costing You?

"People have a sense that poor-quality data is problematic for them, but most organizations have not done the math in a very rigorous way." - Ted Friedman, VP Research at Gartner

	Time	Effective Decisions	Digital Spend																																				
THE RISK	"Nearly one-third of data quality professionals spend more than 40% of their time vetting and validating data before their organization can use it for analysis and decision-making." <small>Build Trusted Data With Data Quality, Forrester Research, February 2015</small>	Recent survey results have shown a decrease of 11 percentage points in satisfaction with analytics—indicating decision-makers aren't satisfied with the data driving business decisions. <small>The Customer Insights Center Of Excellence, Forrester Research, May 2016</small>	"Marketers remain gloomy about their ability to show definitive outcomes . . . 52% say it's difficult to demonstrate a clear return on marketing investment." <small>2016 B2B Budget Plans Show That It's Time For A Digital Wake-Up Call, Forrester Research, July 2016</small>																																				
USE CASES	By automatically QAing their MarTech implementations with ObservePoint, a prominent pharmaceutical digital marketing agency turned what used to be a 16-hour vetting process into something that takes only minutes — resulting in as much as an 87.5% increase in employee efficiency.	While testing two versions of a site, a company's reports showed the old design outperformed the new, so they cut the new site. After adopting ObservePoint, their audit revealed duplicate tags on the old site, inflating data 300-500% . Poor data led to cutting the new, more successful site.	"Using ObservePoint's tag detection technology, we quickly learned we had important tags missing on 18% of our Acrobat pages." <i>Sunny Beck, Adobe</i> Incomplete analytics implementations lead to misguided ad spend and poor returns on marketing investments.																																				
ROI	<p>Time Savings <i>(Input Your Specifics)</i></p> <table><tbody><tr><td>Employees QAing</td><td>3</td></tr><tr><td>Employee Rate (w/o Benefits)</td><td>\$85,000</td></tr><tr><td> Plus Benefits (Basic)</td><td>\$104,550</td></tr><tr><td> Plus Benefits (Robust)</td><td>\$121,125</td></tr><tr><td>Avg QA Time Per Week</td><td>7 (hrs)</td></tr><tr><td>Productive Weeks Per Year</td><td>47 (1,880 hrs)</td></tr><tr><td>Cost Per Hr. (w/o Benefits)</td><td>\$135.64</td></tr></tbody></table> <p>Potential Annual Cost: Low \$44,625 Med. \$54,889 High \$63,591</p>	Employees QAing	3	Employee Rate (w/o Benefits)	\$85,000	Plus Benefits (Basic)	\$104,550	Plus Benefits (Robust)	\$121,125	Avg QA Time Per Week	7 (hrs)	Productive Weeks Per Year	47 (1,880 hrs)	Cost Per Hr. (w/o Benefits)	\$135.64	<p>Cost of a Decision Based on Bad Data <i>(From Use Case Example Above)</i></p> <table><tbody><tr><td>Site B Performance Lift</td><td>9.6%</td></tr><tr><td>Avg Daily Site Revenue</td><td>\$155,000</td></tr><tr><td>Daily Potential Lift</td><td>\$14,880</td></tr></tbody></table> <p>Annual Lift Opportunity Lost \$5,431,200</p> <p>Also consider employee costs for creating and implementing site B, testing version A vs. B, then recreating and implementing site B.</p>	Site B Performance Lift	9.6%	Avg Daily Site Revenue	\$155,000	Daily Potential Lift	\$14,880	<p>Digital ROI Jeopardized by Poor Data <i>(Input Your Specifics)</i></p> <table><tbody><tr><td>Display Spend</td><td>\$1,750,000</td></tr><tr><td>PPC Spend</td><td>\$4,500,000</td></tr><tr><td>Email Spend</td><td>\$3,150,000</td></tr><tr><td>Affiliate Spend</td><td>\$1,105,000</td></tr><tr><td>MarTech Stack</td><td>\$12,500,000</td></tr><tr><td>3rd Party Support</td><td>\$1,180,000</td></tr><tr><td>Employee Rate (x20)</td><td>\$1,700,000</td></tr><tr><td>Other Spend</td><td>\$4,650,000</td></tr></tbody></table> <p>Annual Digital Spend: \$30,535,000</p>	Display Spend	\$1,750,000	PPC Spend	\$4,500,000	Email Spend	\$3,150,000	Affiliate Spend	\$1,105,000	MarTech Stack	\$12,500,000	3rd Party Support	\$1,180,000	Employee Rate (x20)	\$1,700,000	Other Spend	\$4,650,000
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O B S E R V E P O I N T = I N C R E A S E D E F F I C I E N C Y

More than ever, organizations are relying on digital data to make nearly all strategic business decisions about how to acquire, retain and delight customers. This data is the foundation for the majority of marketing strategies, so it's crucial that you can trust it.

With ObservePoint's Data Quality Assurance solution, you can automatically validate your data and trust your decisions.