


Data Quality

Quotient Assessment

Any data intensive business will understand that quality is the foundation in making critical decisions. With quality data you can measure relevancy, analyze effectiveness, optimize strategies and maximize revenues and ROIs.

Know your DQ Quotient with the Data Quality Quotient Assessment checklist.

		Yes	No
1	Can you identify your customer base in your database?	<input type="checkbox"/>	<input type="checkbox"/>
2	Does majority of your database have unduplicated customer contacts?	<input type="checkbox"/>	<input type="checkbox"/>
3	Do you have various sources of data?	<input type="checkbox"/>	<input type="checkbox"/>
4	Are the sources consolidated?	<input type="checkbox"/>	<input type="checkbox"/>
5	Is there a data scheme or dictionary for different data sources?	<input type="checkbox"/>	<input type="checkbox"/>
6	Is data updated frequently? (Currency)	<input type="checkbox"/>	<input type="checkbox"/>
7	Are efforts taken to cleanse addresses? (Accuracy)	<input type="checkbox"/>	<input type="checkbox"/>
8	Are firmographic and demographic details appended? (Completeness)	<input type="checkbox"/>	<input type="checkbox"/>
9	Is the data in your database verified and validated? If Yes, was verification done on the last 6 months? (Freshness)	<input type="checkbox"/>	<input type="checkbox"/>
10	Is data leveraged in acquisition and retention programs? (Relevancy)	<input type="checkbox"/>	<input type="checkbox"/>
11	Do you have double 'opt-in' options in your emails? (Permission Based Communication)	<input type="checkbox"/>	<input type="checkbox"/>
12	With multiple emails per user, do you know the "best" email address of your customers?	<input type="checkbox"/>	<input type="checkbox"/>
13	Do you have an "opt out" policy?	<input type="checkbox"/>	<input type="checkbox"/>
14	Have you tested your email campaign before going live?	<input type="checkbox"/>	<input type="checkbox"/>
15	Do you have a database used primarily by the Marketing Team?	<input type="checkbox"/>	<input type="checkbox"/>

 Sign up for a Free Trial and gain access to quality B2B data with Info CheckPoint.