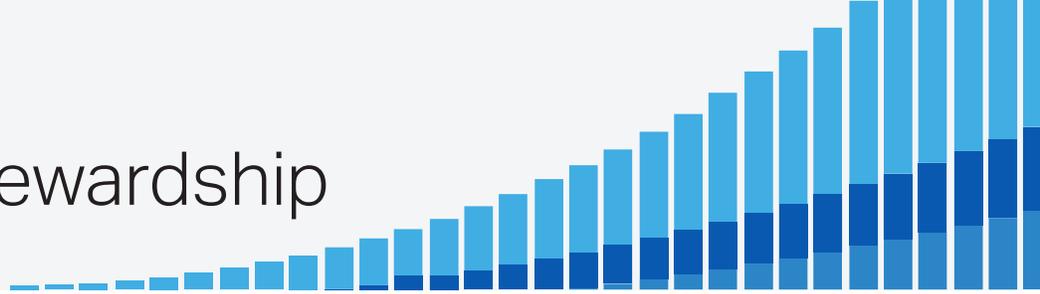
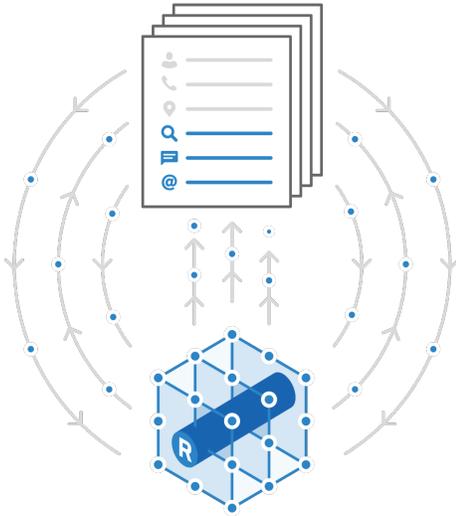


# Radius Data Stewardship



## Radius Data Stewardship Removes Obstacles Between Data and Revenue



Today, demand generation, marketing, and sales operations suffer from inaccurate, stale, and incomplete data across CRM and marketing automation technologies (MAT).

- 80% of companies without effective demand generation point to data quality as the primary issue (Demand Metric)
- 75% of organizations admitted defective data had a negative financial business impact (Gartner)
- \$50,000-\$250,000 B2B marketers spend to address data issues. (Forrester)

Foundational data quality directly impacts pipeline effectiveness across the organization. Research proves that bad data stifles demand generation, inhibits sales, and incurs significant marketing costs, but current solutions fail to fix the problem at its source.

Radius Data Stewardship identifies and addresses core CRM and MAT data issues and provides the most accurate, comprehensive, and sustainable foundational data that marketers need to drive revenue. The solution is powered by The Network of Record for B2B which includes billions of data points on over 18 million US businesses.



**Customer TAM Analysis**  
Visualize your potential market



**CRM Health**  
Holistically optimize data for driving pipeline growth



**Matching Analysis**  
Take action on inaccurate data within your CRM/MAT



**Duplicate Analysis**  
Stop wasting time and money selling to duplicates



**Data Refresh**  
Ensure you're marketing with only up-to-date information



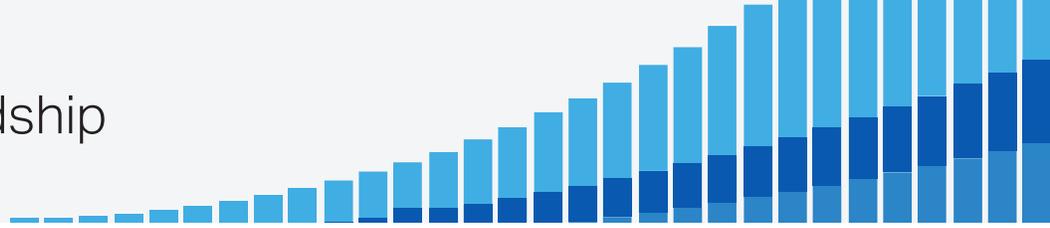
**Data Append**  
Add hard-to-find insights to your data



"As most companies do, we struggled keeping our CRM and MAT data in order, which impacted our bottom line. With Radius Data Stewardship, we continuously address the gaps and inaccuracies in our data. Our sales and marketing teams are confident they're working with the most accurate data to drive revenue."

- Viviana Faga, CMO

# Radius Data Stewardship



## CRM Health

You can't turn faulty CRM and MAT data into revenue. **CRM Health** addresses the core issues of duplicate, inaccurate, and incomplete data to make sure your CRM and MAT solutions contain current and comprehensive data. CRM Health makes predictive solutions like Radius even more powerful.



## Matching Analysis

You know your data is faulty - but do you know why? Using the The Network of Record as a point of validation, **Matching Analysis** will analyze which records in your CRM differ greatly from our data set with insights explaining why. The analysis will also identify records in your CRM that are associated to companies that have closed or moved.



## Duplicate Analysis

Duplicate data in your CRM and MAT wastes time and resources that could be spent on another lead. **Duplicate Analysis** eliminates duplicate data from your CRM or MAT. Move forward with cleaner data, so you can drive revenue with more accuracy.



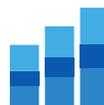
## Data Refresh

Selling and marketing based on outdated CRM or MAT data yields low conversion rates and frustrated sales and marketing teams. **Data Refresh** updates your data for greater accuracy in your prospecting, predicting, and selling efforts.



## Data Append

Every organization has incomplete data in their CRM and MAT. **Data Append** leverages The Network of Record to fill in the gaps and deliver new insights about your prospects.



## Custom TAM Analysis

It's challenging to understand your Total Addressable Market based on CRM or MAT data alone. **Custom TAM Analysis** compares your in-house data with The Network of Record to identify net-new prospects as well as existing prospects worth retargeting. Use Custom TAM Analysis to inform strategic business decisions.