



REPORT 01 • CRM DATA

The Costs of Bad Data

What dirty CRM data quietly costs, and how to put a number on yours.

CALL IT THE CORNERSTONE

90%

of CRM users say their data is the cornerstone of how the business runs.¹

AND CANNOT TRUST IT

76%

say less than half of it is accurate and complete. The gap never shows up on an invoice.

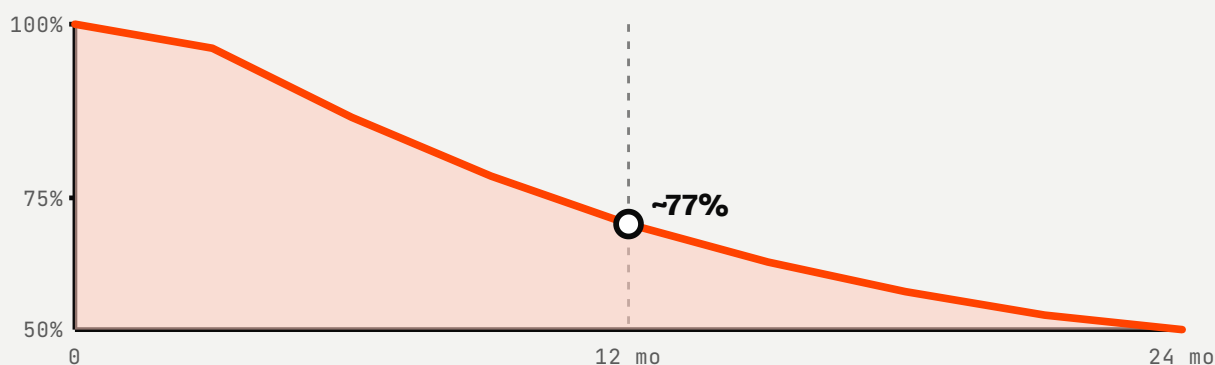
Every third-party figure in this report is cited on the final pages. Researched and produced by TrueRead.co for Sculpted.

**01****Reachable audience**

About a quarter of your reachable contacts go dead every year.

At least 23% of an email list decays within a year, and only 62% of submitted addresses stay valid, drawn from more than 11 billion addresses verified across 2025.² The cause sits in the records underneath: US median job tenure has fallen to 3.9 years, and lower in tech, so people change roles, employers, and inboxes faster than a database keeps up.³

SHARE OF A LIST STILL REACHABLE, BY MONTH

**20%**

of CollegeVine's CRM contacts turned out to be outdated when Sculpted audited it, then were cleaned and refreshed.

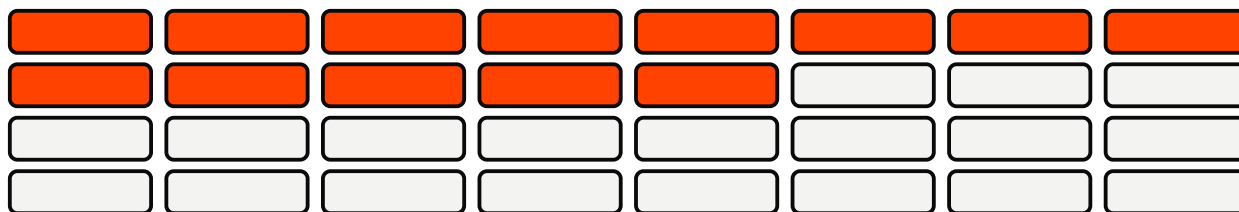
SCULPTED CLIENT • COLLEGEVINE

**02****Lost rep time**

Reps lose about a day and a half a week to data they cannot trust.

CRM users report losing roughly 13 hours a week hunting for information they can rely on.¹ Dead records, duplicates, and missing fields are a large part of why, because a record that cannot be trusted has to be re-found or rebuilt before anyone can act on it.

A 40-HOUR WEEK • 13 HOURS LOST TO CHASING DATA



Each block is one hour. Orange is time lost before any selling happens.

1,000+

manual hours saved for MaestroQA's sales team. Event prep that took hundreds of hours moved to minutes.

SCULPTED CLIENT • MAESTROQA

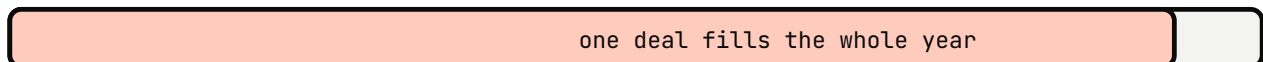
**03****Lost velocity**

Clean data closes more of the same deals in a year.

Deals move slowly when the right people never get pulled in. An analysis of 1.8 million B2B deals found that the ones that close carry about twice as many buyer contacts as the ones that stall.⁴ Wrong or missing records are one reason those extra contacts are slow to reach.

SAME YEAR, SAME EFFORT, DIFFERENT NUMBER OF CLOSES

STALLED, DATA YOU CHASE



CLEAN, DATA YOU TRUST

**8 mo → days**

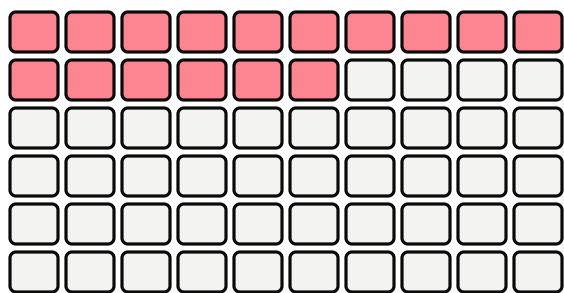
ConnectWise had spent seven to eight months validating about 75,000 accounts by hand, topping out near 50 to 60% accuracy. Sculpted rebuilt the model and turned the same work around in days.

SCULPTED CLIENT • CONNECTWISE

**04****Lost win rate**

Bad data costs you deals you could have won, around 16 a quarter.

Companies lose an average of 16 sales deals each quarter as a direct result of poor-quality data, and 37% of CRM users say poor data quality has cost them revenue.¹ A typical B2B purchase now involves close to 10 buyer stakeholders,⁵ and an enterprise deal is 233% less likely to close when the decision-maker never engages,⁴ so one wrong or missing record can stall the whole group.

**16**

a cross-company survey average tied to poor-quality data, not a count from your own book.

SCULPTED CLIENT • CONNECTWISE, AFTER THE REBUILD

+\$11M

pipeline traced to enriched accounts (H1)

80%

of Tier 1 wins validated the scoring

+13%

connect rate on verified contacts

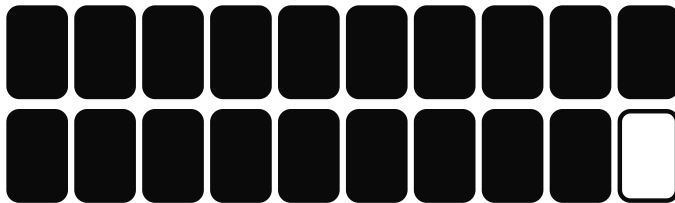


05 Prevalence

A clean CRM is the exception, not the rule.

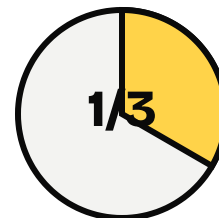
95% of organizations have seen impacts from poor data quality, and on average they suspect about a third of their data is inaccurate.⁶ A clean CRM is rare, so the costs on the pages before this describe the normal case, not a worst case.

19 OF 20 ORGANIZATIONS



have seen impacts from poor data quality. The one in white is the exception.

SUSPECTED INACCURATE



of their data, on average, is suspected to be inaccurate.

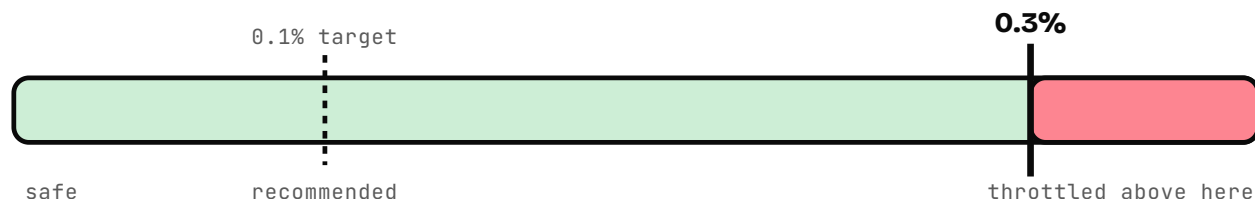


Deliverability

30 spam complaints in 10,000 emails can throttle everything you send.

Since February 2024, Google and Yahoo throttle bulk senders whose spam-complaint rate crosses 0.3%, which is three complaints per thousand, and Microsoft began rejecting non-compliant bulk mail outright on May 5, 2025.⁷ Gmail moved to permanent rejection for non-compliant senders in November 2025. One scope note matters. These are consumer-inbox rules for senders of 5,000 or more messages a day to addresses like Gmail and Outlook, so they bite hardest on lists heavy with personal addresses. Most B2B sells to corporate domains.

SPAM-COMPLAINT RATE • THE LINE BULK SENDERS CANNOT CROSS



10,000 sent

30 complaints

throttled



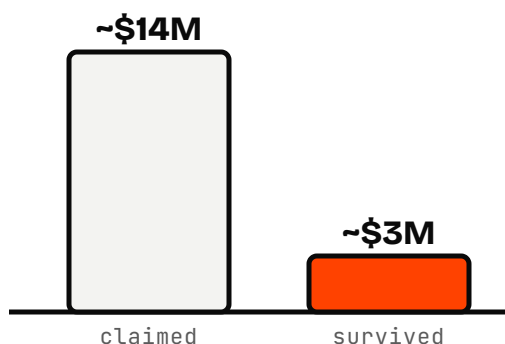
07

Scaling the waste

Automating outbound on bad data does not fix the data. It scales the waste.

11x grew fast selling AI sales reps on top of weak data and thin governance. A former employee's account put churn at 70 to 80% of the customers that came through the door, claimed ARR near \$14 million against about \$3 million surviving the three-month break clause, and ZoomInfo, which ran a one-month pilot, found the product performed worse than its own reps.⁸ One hands-on test of an AI SDR shows the shape of the waste: 200 leads produced 847 emails, 11 replies, and a single meeting.⁹ No independent benchmark of AI against human outbound exists, so treat this as the cautionary case.

CLAIMED ARR VS WHAT SURVIVED THE BREAK CLAUSE



ONE AI SDR TEST, THE FUNNEL

200 leads →

847 emails →

11 replies →

1 meeting

More automation on dirty data sends more wrong emails, faster. The volume climbs while the result stays flat.



08

What cleanup returns

Clean data pays the cost back.

The same records that cost you, once fixed, return the money. Selling into higher education, Concept3D could not use ZoomInfo or Apollo and was paying about \$4.50 an account to scrape directory data by hand, updating once a year. Sculpted cut that to about \$1 an account, lifted direct dials from about 40% to 53%, and saved roughly \$14,000 a year in manual labor, with the system handed back for the team to run.

BEFORE • BAD DATA

\$4.50

per account, scraped by hand

~40%

direct dial coverage

1x/yr

all they could afford to update



AFTER • SCULPTED

~\$1

per account

53%

direct dial coverage

\$14K

saved a year, run in-house

95%+

match rate on enrichment, holding across very different databases: four years of legacy records at **Keen Decision Systems**, untangled parent-company data at **Nooks** (with a 35% lift in coverage), and the ICP data behind **Tracksuit** (data costs cut by more than half).



■ PUT A NUMBER ON YOURS

What is bad data costing **you?**

Put in your CRM size, deal size, and conversion rates. Get your number in a few minutes.

WHAT CLEAN DATA HAS RETURNED FOR SCULPTED CLIENTS

+\$11M

pipeline traced to clean accounts · ConnectWise

1,000+

sales hours saved · MaestroQA

95%+ · 50%+

match rate, data cost cut · Tracksuit

Calculate the cost of your bad data



Visit Sculpted





■ SOURCES

Where the numbers come from.

This report was researched and produced by TrueRead.co for Sculpted. Third-party research is listed below. Client results cited throughout (CollegeVine, MaestroQA, ConnectWise, Concept3D, Keen Decision Systems, Nooks, Tracksuit) are Sculpted's own outcomes, published with each client named at sculpted.agency.

- 1 Validity, The State of CRM Data Management (2025).** Survey of 602 CRM users and administrators across the US, UK, and Australia; published July 10, 2025. Source for the 90% cornerstone figure, the 76% who say less than half is accurate, the roughly 13 hours a week lost, the average of 16 deals lost per quarter, and the 37% reporting lost revenue.
validity.com/resource-center/the-state-of-crm-data-management-in-2025/
- 2 ZeroBounce, Email List Decay Report (2026).** Based on more than 11 billion addresses verified across 2025; published February 26, 2026. Source for 23% annual list decay (down from 28% in 2024) and 62% of submitted addresses still valid.
zerobounce.net/email-list-decay
- 3 US Bureau of Labor Statistics, Employee Tenure Summary (2024).** Source for median job tenure of 3.9 years (January 2024), shorter in technology.
- 4 Gong Labs.** Two analyses. 1.8 million B2B deals: closed-won deals carry about twice as many buyer contacts as those that stall. Separately, enterprise deals are 233% less likely to close when the decision-maker is not involved.
gong.io/blog/the-best-sales-insights-of-2025
- 5 Dreamdata, LinkedIn Ads Benchmarks (2025, revised 2026).** Based on more than 220,000 buyer journeys. A typical B2B purchase involves close to 10 buyer stakeholders (6.8 in 2025, rising to 10 in 2026).
dreamdata.io/b2b-customer-journey
- 6 Experian, Global Data Management Research (2024).** Source for 95% of organizations seeing impacts from poor data quality, and suspecting about a third of their data is inaccurate. The one-third figure has been roughly stable across editions.
experian.co.uk/blogs/latest-thinking/data-quality/



- 7 Google, Yahoo, and Microsoft bulk-sender requirements.** Apply to senders of 5,000 or more messages a day to consumer inboxes. Google and Yahoo enforced February 2024, Microsoft from May 5, 2025, Gmail to permanent rejection November 2025. Source for the 0.3% spam-complaint ceiling and the 0.1% recommended target.

senders.yahooinc.com/best-practices/ • litmus.com/blog/new-yahoo-gmail-email-deliverability-rules
- 8 TechCrunch, March 24, 2025.** Reporting on 11x: 70 to 80% early-cohort churn, claimed ARR near \$14 million against about \$3 million surviving the three-month break clause, and ZoomInfo's account of the pilot. 11x disputes the framing and reports current retention near 79%.

techcrunch.com/2025/03/24/a16z-and-benchmark-backed-11x-has-been-claiming-customers-it-doesnt-have/
- 9 Practitioner hands-on test of an AI SDR (2026),** reported in the failure-modes research. Source for the 200 leads, 847 emails, 11 replies, and single meeting. A single-practitioner test, directional rather than a benchmark.
- 10 Sculpted client results.** Published with each client named at sculpted.agency. CollegeVine (20% of contacts outdated, then refreshed); MaestroQA (1,000+ manual hours saved); ConnectWise (50-60% to 90%+ accuracy, +\$11M pipeline, 80% Tier 1 win validation, +13% connect rate); Concept3D (\$4.50 to about \$1 per account, 40% to 53% direct dials, about \$14K a year saved); Keen Decision Systems, Nooks, and Tracksuit (95%+ match rate; Nooks +35% coverage; Tracksuit 50%+ data cost savings). Client-reported outcomes from single engagements, shown as named case results rather than benchmarks.

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- 11 Figures excluded as unsourced or out of date.** The 27.3% / 546 hours figure traces to a ZoomInfo self-hosted graphic with no underlying study. The \$611 billion figure is from TDWI (2002), scoped to customer-contact data only. The \$3.1 trillion figure is an IBM estimate reported in HBR (2016) with undisclosed methodology. CRM-failure rates of 18 to 70% span analyst estimates from 2001 to 2009 with inconsistent definitions. The 22.5% MarketingSherpa decay figure cannot be traced to a locatable primary, so the decay page uses the measured ZeroBounce figure (entry 2) instead.



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CRM data hygiene and enrichment for B2B software teams. sculpted.agency

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