



# YOUR GO-TO-MARKET DATA DIAGNOSTIC

## MODIGIE OPTIMIZATION

505%

INCREASE in accurate mobile coverage

67%

REDUCTION in missing and inaccurate data

FORENSIC ANALYSIS (Existing Data Providers)	CURRENT (before)	WITH MODIGIE (after)	INCREASE IN MOBILE COVERAGE
<p>Accurate Mobile Number Coverage for Your Target Market</p> <p>Mobile is 3X higher on Dial-to-Connect metrics than direct dial landlines and 4x higher than corporate landlines.</p>	11.8%	71.4%	505%

Economics of Waste	CURRENT (before)	WITH MODIGIE (after)	<b>PAYING YOUR REPS TO USE BAD DATA IS EXPENSIVE.</b> <hr/> How much of their time is wasted? Activities matter, but only when applied to accurate data.
Contacts No Longer at Company	9.8%	0%	
% of Inaccurate Mobile Numbers in Existing Data	50.4%	0%	
2/3 Less Reachable Due to No Accurate Mobile Numbers	86.6%	28.6%	

## PRODUCTIVITY INCREASE WITH OPTIMIZATION

505%

increase in accurate mobile coverage

67%

reduction in missing and inaccurate data

# What will this optimization mean to your bottom line?

- Optimization of your GTM data will provide at least a 30% lift in performance.
- Companies spend at least \$1-1.4M annually on the average group of 10 reps + management and tools.
- A 30% lift represents a gain in efficiency on your investment of at least \$300,000 per group of 10 reps.
- Optimization for a team of 10 reps starts around \$25K.