

# Target Analytics® Data Quality Scorecard

Identify Your Data Quality Problems and Proactively Resolve Them



## Summary

The Data Quality Scorecard is a complimentary data quality screening, provided free of charge to Blackbaud Raiser's Edge® clients. The screening takes an organization's existing CRM data and applies a series of processes, which grade data quality across seven key metrics and provide an overall score to indicate the health and efficiency of the database.

## Description

The screening first evaluates how valid, complete, and accurate an organization's supporter contact information is, by testing the data using U.S. Postal Service® techniques such as National Change of Address®, and CASS™ certification. It then evaluates email and phone coverage, and identifies gaps in the organization's existing demographic information, such as age and gender. Scores are assigned by comparing performance against peer benchmarks and industry best practices for each category.

After the data is analyzed, the Data Quality Scorecard produces a financial impact statement, which estimates the budget dollars currently being wasted per campaign due to poor-quality contact information. It also produces a customized recommendation identifying techniques that could resolve these issues and focuses on the areas in greatest need of improvement. After reviewing the information, organizations are empowered to make intelligent decisions about when, why, and how to invest in their overall data health.



Assess your data quality across seven key metrics



Understand your data problems and their impact



Discover your options and make informed decisions

## Benefits

**Benchmark** your data quality against nonprofit peers

Score your database across **seven key metrics**

Understand your **overall database health**

Discover the **financial impact of quality** on your budget

Receive custom **problem-solving recommendations**

## Deliverables

- Scores across seven data quality categories
- Overall database quality grade
- Financial impact assessment
- Best practice recommendations

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## Data Quality Scorecard Insights

### What You'll Learn When We Analyze Your Database

#### Your Overall Data Health

The Data Quality Scorecard provides a snapshot view of your overall database health, in the form of a comprehensive data quality grade. That score is compiled by evaluating your performance in seven key data quality categories, and comparing your data health to that of your nonprofit peers. Those categories, which assess your data hygiene, channel coverage, and supporter insight levels, are detailed below.



#### Your Specific Problem Areas

The Summary Results section breaks down your performance by category, so you can understand where issues are coming from. Categories include:

- Wrong supporter addresses
- Invalid supporter addresses
- Deceased supporters
- Phone channel coverage
- Email channel coverage
- Supporter age coverage
- Supporter gender coverage



#### The Financial Impact on Your Organization

After assessing your performance across each category, the Data Quality Scorecard automatically calculates the budget dollars being wasted on nonproductive activities, including mailing to invalid addresses, communicating with supporters at expired addresses, and mailing to deceased constituents. The formula assumes \$0.40 per record being spent on printing, processing, and postage for a single campaign.



#### Customized Best Practice Recommendations

After assessing your performance across each category, the Data Quality Scorecard automatically calculates the budget dollars being wasted on nonproductive activities, including mailing to invalid addresses, communicating with supporters at expired addresses, and mailing to deceased constituents. The formula assumes \$0.40 per record being spent on printing, processing, and postage for a single campaign.



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