

Chapter 4: A Single Source of Truth

Table Reference

Every table from this chapter, with what it's for and how to actually use it.

The Database Health Metrics Table

Health Metric	Definition	Target
Record completeness	% of leads with all required fields populated (Name, Email, Company, Title, Country)	≥ 95%
Email deliverability rate	% of emails delivered vs. sent (bounces excluded)	≥ 97%
Duplicate rate	% of leads/contacts with one or more duplicate records	< 2%
Data decay rate	% of records with 1+ stale fields (title, company, phone) per quarter	< 15%/qtr
Unsubscribe / opt-out rate	% of database opted out of marketing communications	< 1%
Enrichment coverage	% of records with firmographic data populated via enrichment tool	≥ 80%
Account match rate	% of leads matched to a parent account (L2A coverage)	≥ 90%
Invalid email rate	% of records with malformed or non-deliverable email addresses	< 1%

Description: Eight core data-quality metrics with real target thresholds – record completeness, deliverability, duplicate rate, decay rate, opt-out rate, enrichment coverage, account match rate, and invalid email rate.

How to use it: Run this as a quarterly database audit, comparing your actual numbers against the target column – anything missing its target is a real, specific data-hygiene problem worth prioritizing, not a vague sense that “the data’s probably fine.”
