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Data Health Scorecard for eTapestry

Take the First Step in Resolving Data Quality Issues

What is the Data Health Scorecard?

The Data Health Scorecard is a complimentary data quality screening provided free of charge to Blackbaud eTapestry clients in the United States. The screening takes an organization's existing CRM data and applies a series of procedures to grade data quality across key metrics and provide an overall score to indicate the health and efficiency of the database.

How does it work?

The screening first evaluates how valid, complete, and accurate an organization's supporter address information is by testing the data using U.S. Postal Service® techniques, such as National Change of Address® and CASS™ certification. Scores are used to produce a financial impact statement, which estimates budget dollars being misused 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.

What insights can I gain?

- **Overall Data Health**—Discover the number of records that have inaccurate and poor-quality addresses

- **Financial Impact on Your Organization**—Learn how budget dollars are being misused on nonproductive activities, including mailing to invalid addresses and communicating with supporters at expired addresses

- **Best Practice Recommendations**—Understand the appropriate techniques needed to resolve issues and automatically run the services required to restore database health

Assess Your Data Quality Across Key Metrics

Understand Your Data Problems and Their Financial Impact

Receive Recommendations to Take Action and Resolve Issues

› To learn more about how eTapestry can help your organization, visit www.blackbaud.com.