

— INSTALLED BASE INTELLIGENCE SERIES

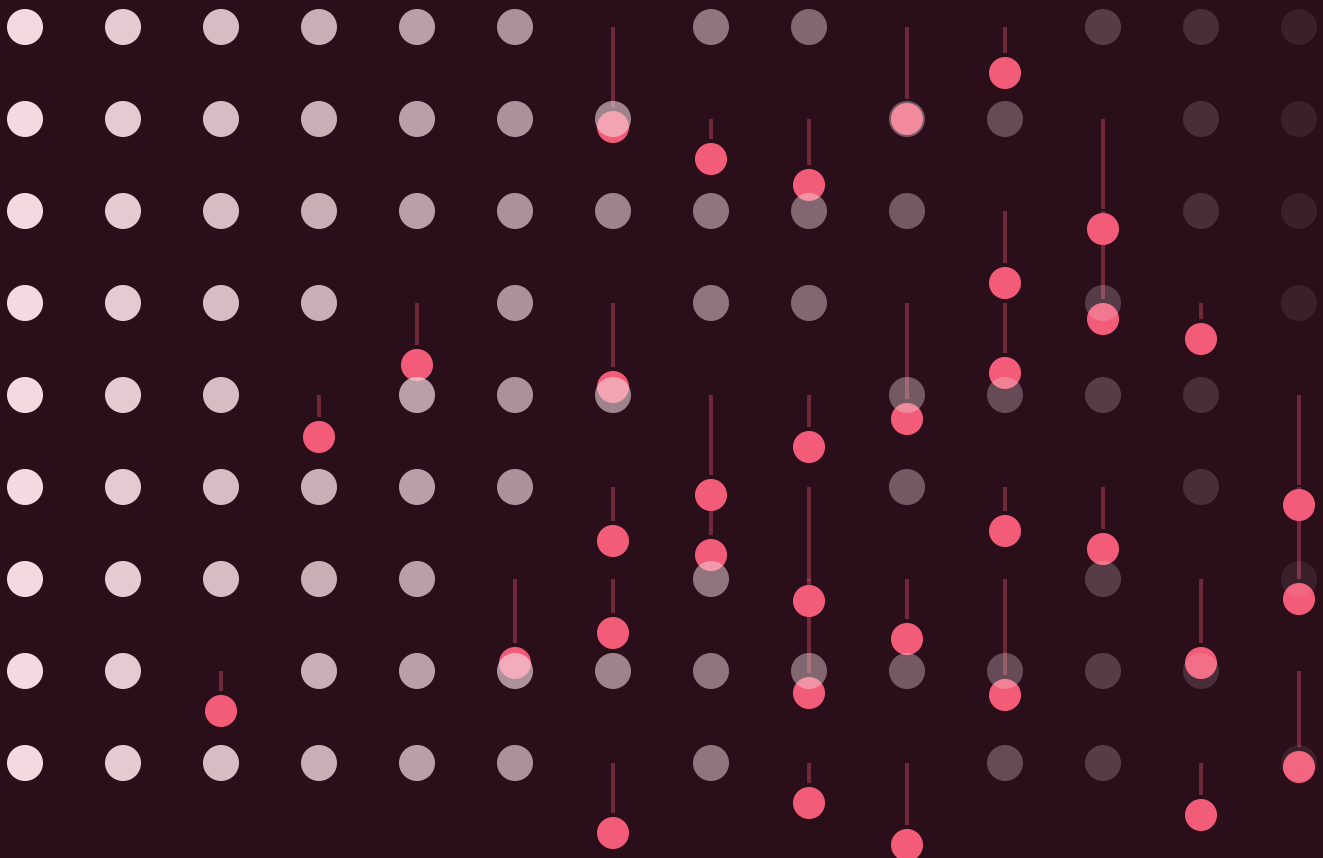
Technology Data Decays Twice



PEOPLE

PLATFORMS

The real cost of stale account and contact data, and what fresh installed base data should actually mean



FRESH

STALE

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ABOUT THIS REPORT

This report consolidates published findings from the US Bureau of Labor Statistics, Gartner, Validity, Zylo, CloudBolt, KLAS Research, Google's email sender guidelines, and widely cited data decay estimates, current as of October 2026. Every figure links to its original source.

EXECUTIVE SUMMARY

The short version

Most B2B data goes stale once. Technology data goes stale twice: when people change jobs, and when companies change systems.

Contact data decays as buyers move roles and employers, and the data says they are moving faster than at any time in two decades. Technology data decays on a second, separate clock as organizations renew, consolidate, migrate, and replace the platforms at the center of every technology campaign. The combination means an installed base list that was accurate a year ago may be wrong on one dimension or the other for a large share of its records.

3.9 yrs

median time US workers stay with an employer, the lowest since 2002

22%

of workers have been with their current employer a year or less

211

SaaS renewals the average organization manages each year

86%

of North American enterprises are actively reducing their VMware footprint

37%

of CRM users say their company loses revenue directly from poor data quality

0.3%

spam rate at which Gmail stops offering delivery mitigation to bulk senders

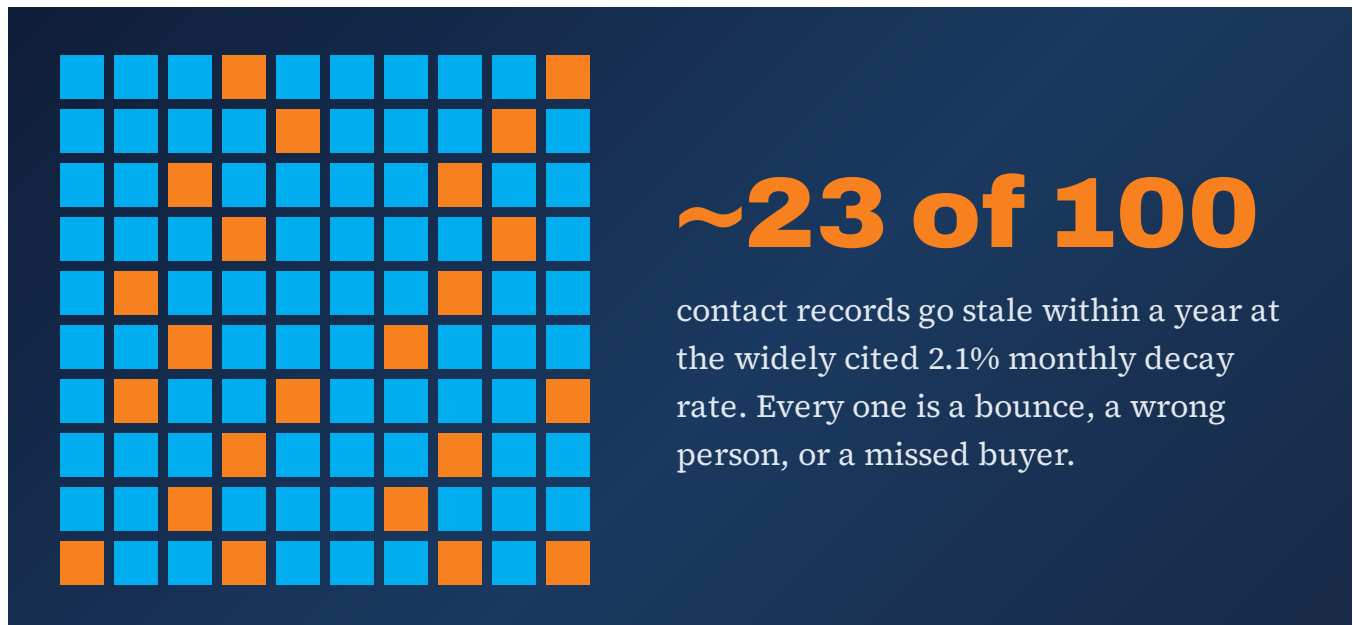
Stale data costs revenue, wastes rep time, and damages sender reputation for every future campaign. The fix is not more data; it is data with a known validation date, a confirmed technology source, and verified contacts, refreshed on a cadence that matches how fast each use case moves.

CHAPTER 01

People move: contact data decay

01

The first clock is the familiar one. US Bureau of Labor Statistics data shows [median employee tenure fell to 3.9 years in January 2024](#), the lowest since 2002, and [22% of wage and salary workers had been with their current employer for a year or less](#). In the private sector, [median tenure is just 3.5 years](#).



The most widely cited estimate, from HubSpot and MarketingSherpa, puts [B2B contact data decay at about 2.1% per month, or roughly 22.5% per year](#). Decay hits technology roles especially hard, because platform owners, admins, and architects are exactly the people whose skills are most portable.

Job changes

Buyers leave for new employers, often taking their platform expertise with them

Role changes

Promotions and reorganizations move the owner of a system to a new seat

Company changes

Mergers, acquisitions, and rebrands change domains, titles, and reporting lines

CHAPTER 02

Stacks move: technology data decay

02

The second clock is the one most data providers ignore. A technology record says an account runs a specific platform, and that statement starts aging the day it is confirmed. Every renewal, consolidation, migration, and end-of-life deadline is a chance for it to become false.

SIX EVENTS THAT INVALIDATE A TECHNOLOGY RECORD

Renewals

The average organization manages [211 SaaS renewals a year](#), each one a chance to switch or drop a tool

Migrations

Only about [39% of SAP ECC customers had licensed S/4HANA](#) by the end of 2024; the rest will change platforms over the coming years

Consolidation

[86% of North American enterprises](#) are reducing their VMware footprint since Broadcom's licensing changes

End of life

Atlassian Data Center [reaches end of life in March 2029](#), forcing every remaining customer to move

Vendor switching

Epic added 77 hospitals in 2025 while [Oracle Health shed 56](#), mostly to Epic

Portfolio churn

The average company runs [305 SaaS applications](#), and the mix inside that number keeps changing

“ The very changes that make installed base data valuable, migrations and replacements, are the same changes that make yesterday's version of it wrong.

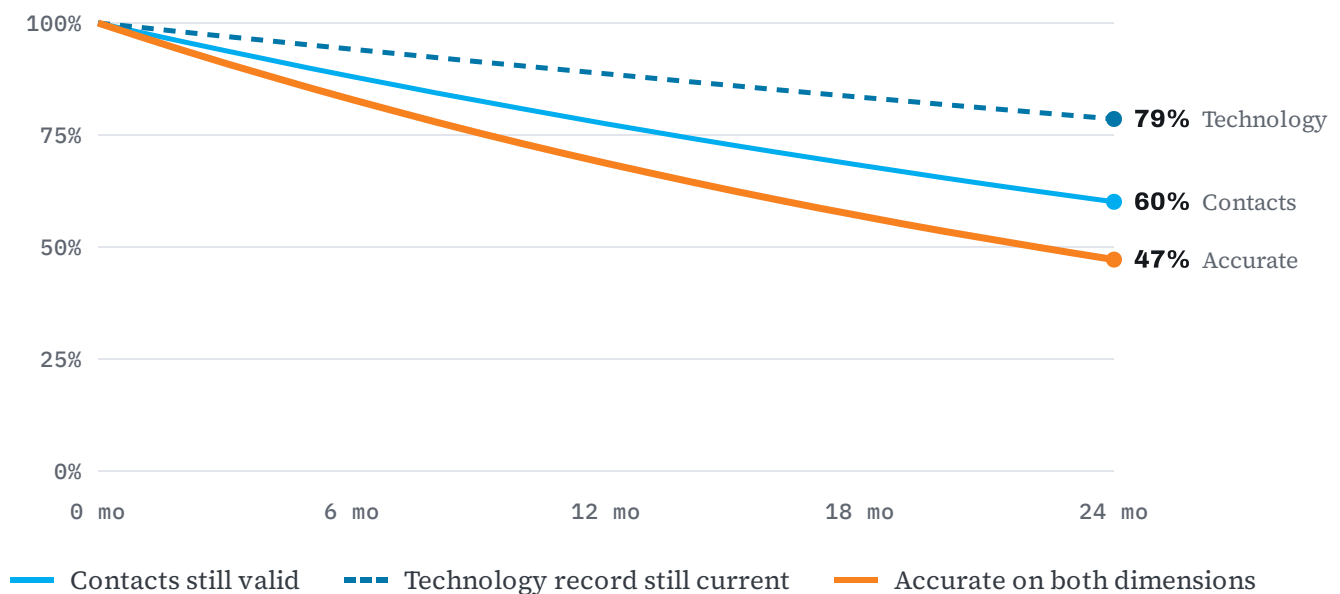
CHAPTER 03

03

The compounding effect

The two clocks multiply. A record is only useful for a technology campaign if the person is still there and the account still runs the platform. Even with modest assumptions for technology change, the share of records accurate on both dimensions falls much faster than either clock alone.

ILLUSTRATIVE: SHARE OF RECORDS STILL ACCURATE OVER TIME



AGE	CONTACTS VALID	TECHNOLOGY CURRENT	ACCURATE ON BOTH
6 months	88%	94%	83%
12 months	78%	89%	69%
18 months	68%	83%	57%
24 months	60%	79%	47%

Assumptions: contacts decay at the [widely cited 2.1% monthly rate](#); technology records change at an assumed 1% per month. Swap in your own rates; the compounding holds at any realistic values.

CHAPTER 04

04

What bad data costs

Gartner estimates that [poor data quality costs organizations an average of \\$12.9 million every year](#), a figure drawn from a 2020 survey of data quality reference customers, and notes that many organizations don't measure data quality at all, which means [most can't state their own cost precisely](#). The revenue-team view is sharper.

37%

of CRM users say their company [loses revenue directly](#) from poor data quality

76%

say [less than half of their CRM data](#) is accurate and complete

16

[deals lost per quarter](#) on average as a result of poor-quality data

13 hrs

a week [spent running down data](#) to fulfill requests, per Validity's 2025 survey

37%

report [delayed revenue-generating initiatives](#) because of bad data

Wasted touches

Sequences, calls, and ads spent on people who left or accounts that switched

Lost credibility

A rep who opens with the wrong platform loses the account in one sentence

Bad decisions

Territory, tiering, and forecasts built on records nobody can trust

CHAPTER 05

05

The deliverability penalty

Stale contact data doesn't just waste a single campaign. It damages the sending reputation every future campaign depends on. Since 2024, Google has required bulk senders to keep user-reported spam rates below 0.1% and never let them reach 0.3%, and bulk senders above 0.3% become ineligible for delivery mitigation until they stay below it for seven consecutive days.

0.1%

Google's recommended ceiling for user-reported spam complaints

0.3%

the threshold where Gmail stops offering bulk senders mitigation

5,000

messages a day to Gmail makes a domain a bulk sender, a status that is permanent

HOW A STALE LIST DAMAGES EVERY FUTURE CAMPAIGN

Stale list

Departed contacts and wrong-platform accounts



Bounces and complaints

Hard bounces rise; irrelevant pitches get reported



Reputation drop

Mailbox providers trust the domain less



Inbox placement falls

Even good emails to good contacts land in spam

This is why freshness belongs in the same conversation as relevance. An outdated technology record produces irrelevant emails, irrelevant emails produce complaints, and complaints erode the domain the whole revenue team relies on.

CHAPTER 06

Where stale technology data hurts most

06

Stale contact data wastes a touch. Stale technology data does something worse: it puts a confident, specific, and wrong statement in front of the buyer. These six scenarios account for most of the damage we see.

Displacing a platform they already left

A competitive takeout campaign reaches an account that migrated last year. The pitch reveals you don't know them.

Pitching an integration they can't use

An integration-led sequence targets an account that dropped the platform your product connects to.

Missing the renewal window

An old contract date puts outreach six months after the decision was made, or two years too early.

Misfiring a partner co-sell

A partner rep is sent into an account that no longer runs their platform, costing you credibility with the partner.

Selling migration services to a migrated account

An SI pitches an assessment to an organization that went live on the new platform a quarter ago.

Reaching the wrong owner

The platform owner moved on, and the message lands with someone who has no authority over the system.

“ A generic email to the wrong person is ignored. A specific email about the wrong platform is remembered.

CHAPTER 07

What "fresh" should actually mean

07

"Fresh" and "updated regularly" appear in nearly every data provider's pitch. Neither means anything without four specific standards behind them.

01 A validation date on every record

Each account's technology and each contact carries the date it was last confirmed, so age can be filtered, not guessed.

02 A known source for technology usage

Usage confirmed through multi-source research, not inferred from a website script that may be years old or never existed.

03 Contacts verified before delivery

Every contact checked for deliverability and current role before it reaches a sequence or an ad audience.

04 A refresh cadence matched to the use case

Migration and displacement audiences revalidated more often than slow-moving reference lists.

WHAT A FRESH RECORD CARRIES

ACCOUNT [Company name]	TECHNOLOGY [Platform and version]
TECHNOLOGY CONFIRMED [Month, year] · multi-source research	CONTACT [Name], [Title]
CONTACT VERIFIED [Month, year] · deliverable, current role	NEXT REVALIDATION [Date set by use case]

CHAPTER 08

Refresh cadence by use case

08

Not every list needs the same refresh rhythm. The faster the underlying decisions move, the more often the audience should be revalidated. This is the cadence we recommend as a starting point.

USE CASE	REVALIDATE	WHY
Migration-wave campaigns	Before each campaign, and at least quarterly	Accounts move between stages quickly as deadlines approach
Competitive displacement	Quarterly, plus before each major push	Recently migrated accounts must leave the list fast
Tier 1 ABM accounts	Before every program, with monthly signal checks	High spend per account makes each error expensive
Integration-led campaigns	Quarterly	Platform drop-offs turn integration pitches irrelevant
Partner and co-sell planning	Each partner planning cycle	Partner credibility depends on accurate overlap
Events and research panels	Within 60 days of recruitment	Attendee and panel quality depends on current roles
Market sizing and territory design	Twice a year	Directional accuracy matters more than record-level freshness

Recommended starting points from Data InfoMetrix, not published benchmarks. Adjust to your sales cycle and market.

CHAPTER 09

The data freshness scorecard

09

Use these six questions with any installed base or contact data provider, including your current one. The answers separate providers who maintain freshness from those who simply claim it.

ASK	WHAT GOOD LOOKS LIKE	RED FLAG
When was each record last validated?	✓ A validation date per account and contact	✗ "Our database is updated regularly"
How was technology usage confirmed?	✓ Multi-source research with a stated method	✗ Website script detection for every category
How are contacts verified?	✓ Verification before delivery, every order	✗ Verification left to your team
Can you match our own customers?	✓ A high match rate on accounts you already know	✗ Reluctance to be tested on known accounts
What happens to records that go stale?	✓ Revalidated or removed on a defined cadence	✗ Kept until someone complains
Is the audience built for our ICP?	✓ Custom research around your criteria	✗ A fixed file, filtered after purchase

The 50-customer test

Send any provider 50 of your own customers whose technology and contacts you know, and ask them to return what those accounts run and who owns it. The match rate tells you more about freshness than any sales deck.

CHAPTER 10

An internal data hygiene playbook

10

Freshness isn't only a provider problem. Revenue teams create and inherit stale data every day. These six steps keep installed base and contact data honest between refreshes.

1 Audit your current data age

Find out when each account's technology and each contact was last confirmed. If nobody knows, that is the finding.

2 Test against known customers

Match your installed base data to customers whose stack you know, and record the accuracy rate.

3 Suppress what has already failed

Remove hard bounces, departed contacts, and accounts sales has confirmed switched platforms.

4 Revalidate before every major campaign

Refresh the audience for migration, displacement, and Tier 1 ABM programs before launch, not after.

5 Close the loop with sales

Capture "no longer uses X" and "contact left" dispositions and feed them back into the data.

6 Set a freshness SLA with your provider

Agree on validation dates, verification standards, and refresh cadence in writing.

“ The cheapest data quality fix is the one made before a campaign launches, not the one made after the bounce report.

CHAPTER 11

Metrics that keep data honest

11

Data quality is easy to agree with and hard to manage, largely because few teams measure it. These six metrics turn freshness into something the revenue team can track every month.

Hard bounce rate

The fastest signal that contact data has aged past its useful life.

User-reported spam rate

Keep it under Google's 0.1% guidance and never near 0.3%.

Records validated in the last 90 days

The share of your active audience with a recent confirmation date.

Technology match rate

Accuracy against customers whose stack you already know.

Reply and meeting rate by data age

Do fresher records convert better? Measure it, don't assume it.

Rep hours spent researching

Time that fresh, verified data should give back to selling.

START HERE

If you track only one metric, track the technology match rate on your own customers. It measures both clocks at once.

CHAPTER 12

How Data InfoMetrix keeps installed base data fresh

12

Data InfoMetrix specializes exclusively in Installed Base Data and Installed Base Intelligence. Because our audiences are researched for each client rather than sold from a static database, freshness is built into how we work, not bolted on.

1

Researched per order

Audiences are built for each client's ICP and technologies at the time of the order, not pulled from an aging file.

2

Technology confirmed at the source

Usage is researched across multiple sources, with attention to back-office systems that web crawlers miss.

3

Contacts verified before delivery

Every contact is verified before it reaches your sequences, ads, or CRM.

4

Refreshed to your cadence

Audiences can be revalidated ahead of each wave, campaign, or planning cycle.

Run the 50-customer test with us

Send us a sample of accounts you know, or tell us which technologies and ICP you target, and get counts and a quote for a fresh, verified installed base audience. One of our experts will respond within one business day.

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FAQ

Frequently asked questions

How fast does B2B contact data decay?

The widely cited HubSpot and MarketingSherpa estimate is about 2.1% per month, or roughly 22.5% per year. BLS data shows median employee tenure at 3.9 years, the lowest since 2002.

How much does bad data cost?

Gartner estimates \$12.9 million a year on average. In Validity's 2025 survey, 37% of CRM users say their company loses revenue directly from poor data quality.

How often should installed base data be refreshed?

It depends on the use case. Migration and displacement campaigns need revalidation before each push; market sizing can tolerate a slower cycle.

Is web-detected technographic data fresher?

Not necessarily. A website script can linger after a tool is dropped, and back-office systems rarely appear online at all.

What does "technology data decays twice" mean?

Technology records go stale when contacts change jobs and again when companies renew, migrate, consolidate, or replace the platforms the record describes.

How does stale data affect email deliverability?

Departed contacts bounce and irrelevant pitches get reported. Google asks bulk senders to keep spam rates under 0.1% and never reach 0.3%.

How can I test a data provider's freshness?

Give them 50 customers whose technology and contacts you know, and measure how accurately they return both. Ask for validation dates on every record.

How does Data InfoMetrix keep data fresh?

Audiences are researched per order around your ICP and technologies, contacts are verified before delivery, and lists can be revalidated to your campaign cadence.

REFERENCES

Sources

Every figure in this report links to the page it was taken from. Modeled figures in Chapter 3 are illustrative and labeled with their assumptions.

- 1 [US Bureau of Labor Statistics: Median tenure was 3.9 years in January 2024](#)
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- 9 [Gartner: 12 Actions to Improve Data Quality \(via Verato\)](#)
- 10 [Reliable Plant: Origin of the Gartner \\$12.9 million figure](#)
- 11 [Validity: The State of CRM Data Management in 2025](#)
- 12 [SalesTechStar: Validity 2025 report release](#)
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- 14 [Google: Email sender guidelines FAQ](#)
- 15 [Bird: Google sender guidelines explained](#)

NEXT STEP

Target accounts as they are today, not as they were.

Tell us which technologies and ICP matter to your next campaign. We'll build a freshly researched, verified installed base audience around them.

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