BettrData

Transform Your Data. Multiply Your Returns.

BettrData helps modern organizations turn operational drag into exponential value. By automating the most painful data processes — ingestion, transformation, validation, and insight delivery — our platform unlocks efficiency, saves money, and captures lost revenue. Below is a consolidated view of the high-impact areas where BettrData customers experience tangible ROI, often translating into millions in annual savings and gains.

Revenue & Business Impact

Metric	Before BettrData	With BettrData	ROI Impact
Revenue loss from poor data, inefficiencies, delays	$Millions annually (10–30% of revenue)	Real-time, automated, accurate	Recovery of $5M–$10M+ in revenue
Data scalability constraints	Limited by headcount/ manual limits	Unlimited with automation	Eliminates bottlenecks (7–28% more revenue)
Audience activation speed	Weeks to months	Real-time	Unlocks millions in campaign revenue

Operations & Automation

Metric	Before BettrData	With BettrData	ROI Impact
Workflow inefficiencies	High manual effort, 20–40% redundancy	Automated, streamlined	2–4x operational efficiency ($250K–$500K productivity gain)
Engineering resource waste	30–40% of time on maintenance	Time recovered	Reallocated to innovation ($300K+/year saved)
BettrData efficiency gains	Standard processes	10–100x scale, ½ time, ⍰ cost	Massive scale & agility ($500K–$1M+ ROI)

Cost Savings

Metric	Before BettrData	With BettrData	ROI Impact
Manual data processing & labor	$250K–$500K+ annually	Automated workflows	$250K–$500K saved annually
Managing inconsistent data	$500K+ annually	Automated cleansing	Eliminates $500K+ in waste
IT infrastructure & storage	$100K–$500K annually	Reduced costs	Saves $100K–$500K annually
Overall annual cost savings	~$250K+	$500K–$1M+	2–4x ROI ($250K–$1M+ annually)

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Time & Efficiency Gains

Metric	Before BettrData	With BettrData	ROI Impact
Manual data work (ingesting, mapping, transformation, maintenance)	60–70% of workweek	10–20% of workweek	50–70% reduction in labor ($500K/year saved)
Data onboarding time	2–6 weeks	Minutes to hours	90%+ reduction ($250–$1K per new hire)
Data processing speed	Hours to days	Seconds to minutes	10–100x faster (productivity gain, hard to quantify)
Time-to-insights	Weeks	Hours/Days	80%+ faster decisions (>$500K/year acceleration potential)
Time saved from deduplication & enrichment	Weeks fixing data	Instant fixes	Eliminates rework ($30K–$50K per team/year)

Data Quality & Utilization

Metric	Before BettrData	With BettrData	ROI Impact
Data accuracy & validation	50–60% accurate, frequent errors	80–95% accurate, 95% fewer errors	Reduces bad data cost ($12.9M/year avg. loss)
Percentage of data unused	68% wasted	Majority utilized	Monetizes hidden insights (+$10M potential value)
Compliance workload & risk	Manual audits, $1.3M avg. breach cost	Automated tracking & reporting	Reduces risk and workload ($1.3M+/breach prevented)

Customers & Marketing

Metric	Before BettrData	With BettrData	ROI Impact
Marketing effectiveness	Low ROI due to poor data	Higher conversion with accurate data	2–5x ROI improvement ($100K–$1M per campaign)
Customer churn	High from bad data	Reduced via accuracy	Retains customers ($100K–$500K/year LTV retained)
Customer acquisition	Limited by segmentation	Improved with better targeting	Expands base (>$1M in new revenue)