

Data decays faster than milk: Navigating the B2B contact challenge

Tracking who really holds power inside a company is tough — for everyone. If outdated contact lists are holding you back, you're not alone.

After more than a decade running a live org chart database, we've seen firsthand the challenges that come with keeping leadership data fresh. Here's what we've learned:

Why B2B contacts go stale so fast

Career churn. Leadership changes are constant. Yesterday's "perfect list" is outdated by next quarter. *LinkedIn's 2025 survey: 58% of professionals plan to seek a new role.*

Add, update, delete — easier said than done. Adding new contacts is simple. Keeping them accurate is harder. Homonyms, nicknames (Dave, David, D.), and internal shifts all create noise. *In the past year, 40% of the 1.3M executives we track changed roles.*

Database overload. Tens of millions of records mean millions of chances for typos, bounces, duplicates, or outdated info. *SalesIntel calls cleaning large datasets "a long and difficult process."*

Inbox attrition. Even when people stay, their email addresses often stop working — due to rebrands, internal moves, or deactivations. *HubSpot estimates B2B lists shrink by ~22% annually.*

What most customers (and vendors) agree on

Data is perishable. Change is constant. Spotting it early is critical.

It's a marathon, not a sprint. Getting accurate data on Day 1 is hard. Keeping it accurate all year? That's the real challenge.

Context matters. Reporting lines, departments, colleagues, ownership, and rebrands help rebuild the picture when names shift.

Humans are essential. AI finds patterns. Analysts catch nuance—especially in global, multicultural organizations.

How do we keep our data fresh?

We don't try to cover everything. Instead, we focus deeply where it matters most.

Decision-layer focus. Boards, C-suites, and business unit heads — typically the top 1,000 executives at every large company.

Verified daily. About 5,000 changes are reviewed each day by our analysts, contributors, and often by the executives themselves.

Built for change. Our tech combines real-time detection, AI validation, and MIT-developed ML models to predict reporting lines by industry, size, and role.

Always current. Our badge of honor is daily accuracy. You may not know when you'll need the info — but you expect it to be right when you do.

Real-time alerts. Promotions, exits, restructures — plus M&A events, IPOs, and name changes — trigger instant notifications for our 700,000 users.

The Takeaway

Keeping B2B contact data fresh is a challenge — even in the AI era. Focusing on the data that actually moves the needle is the smartest way forward.

Explore your options: [*Chase Volume or Map Power? Choosing the Right B2B Growth Path*](#)