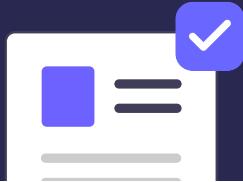# A GTM data audit checklist

Define your audit standard

Define what "trustworthy" means in decision terms (what decisions must this data support?)

Agree the trust test:

- ✓ Can we explain this number?
- ✓ Can we defend it cross-functionally?
- ✓ Would we stake a commercial decision on it?
- ✓ Document current definitions and version ownership

Scope what actually matters

Focus on:

- ✓ ICP segments and Tier 1 accounts
- ✓ Target regions
- ✓ Avoid "full database" audits by default
- ✓ Buying committee roles you actively sell to Highest-impact workflows (routing, scoring, outbound, forecasting, lifecycle comms)

Validate scope with representative samples

- ✓ Take statistically meaningful samples from scoped segments
- ✓ Validate samples against ground truth
- ✓ Use samples to locate where issues sit (freshness vs accuracy vs coverage)
- ✓ Accept that accuracy requires manual validation at this stage

Audit freshness

- ✓ Track last-updated / last-verified dates on critical fields
- ✓ Review freshness by segment (not globally)
- ✓ Set time-based refresh cadences for high-value profiles

Monitor:

- ✓ Job-change and mismatch rates (contact ↔ company)
- ✓ Bounce and wrong-number trends
- ✓ Growth in "unknown" or blank fields

Audit accuracy

- ✓ Validate high-impact fields (job title, company, region, seniority, email, phone)
- ✓ Check relationship accuracy (does this person still work at this company?)
- ✓ Review segmentation and lifecycle classifications
- ✓ Identify duplicate, merge, or split-entity errors
- ✓ Use AI for acceleration, not final judgement

Audit completeness

- Measure completeness by segment, not across the whole database
- Pair completeness with freshness and accuracy thresholds
- Treat "too-perfect completeness" as a warning sign
- Watch for completeness increases that don't improve GTM outcomes

Audit coverage where it limits GTM

Identify where reps consistently fail to find:

- Decision-makers
- Full buying committees
- Regional or segment-specific roles
- Compare coverage gaps to effort (manual sourcing, spreadsheets, exceptions)
- Measure coverage against strategy, not database size

Review systems and data flow

- Include CRM, warehouse, and integration / pipe tools
- Confirm data directionality (what feeds what?)
- Check outputs, not just inputs (what downstream teams actually see)

Ownership, governance, and cadence

Assign owners for:

- Definitions
- Datasets
- Refresh responsibility
- Version and communicate definition changes

Set audit cadence:

- **Annual:** full GTM data audit + definition review
- **Quarterly:** KPI health and pipeline flow checks
- **Monthly:** freshness checks for Tier 1 segments

Use AI deliberately

Use AI to:

- Surface anomalies
- Sense-check audits
- Speed up validation prep
- Do not use LLMs to auto-complete missing data without controls
- Treat AI as support, not authority