

YOUR DATA IS THE ASSET

The Contact Identity Scorecard

Score your database on reachability and completeness in 15 minutes, and see exactly what to fix before your next campaign.

Companion to the article [Identity Data: Why You Can't Nurture a Lead You Can't Recognize](#)

STEP 1 Score your identity coverage

Export your full contact list. Count each item, then divide by A.

A	Total contacts	
B	Records with a working mobile number	%
C	Records with a deliverable email	%
D	Records with a current mailing address	%
Duplicate records		
E	The same person entered more than once	%
Records you could describe in one sentence		
F	Why they came to you, or what they bought	%
G	Reachable and known (lowest of B, C, D, F)	%

Read your score

A rule of thumb, not a standard.

80% or more **Ready**

Your list can support personal, multi-channel nurture.

50% to 79% **Fix gaps**

Close the biggest gap before you scale campaigns.

Under 50% **Bottleneck**

Identity is your ceiling. Fix it first.

Why it matters: if half your list is unreachable, half your campaigns talk to no one, however good the message is.

STEP 2 Know the five layers of a complete contact

LAYER	WHAT IT INCLUDES	WHY IT MATTERS FOR NURTURE
Identity	One verified person, matched across records	No duplicates, no mixed-up histories
Contact	Working mobile, deliverable email, current address	Your messages actually arrive
Household and property	Owner or renter, length of residence, location	Relevance: what they might need next
Life and business events	A move, new job, growing family, contract end	Timing: why now is the moment
History with you	Purchases, quotes, inquiries, past conversations	Every message picks up where you left off

STEP 3 Fix it in this order

- 1 Match every record to a real person. This is identity resolution.
- 2 Verify phones and emails, and append the ones that are missing.
- 3 Merge duplicates into one record, carrying every opt-out and note forward.
- 4 Add context where you have a legitimate reason to use it.
- 5 Set a refresh schedule. Records decay every month.

STEP 4 Privacy guardrails

- ☐ Use data for purposes your contacts would expect
- ☐ Honor opt-outs across every record for the same person
- ☐ Buy enrichment only from lawfully sourced providers
- ☐ Confirm consent before you text or call
- ☐ Check your state's privacy rules with counsel

This sheet is general guidance, not legal advice.

STEP 5 Track it every month

Identity is not a one-time cleanup. Re-score monthly and watch the trend.

METRIC	MONTH 1	MONTH 2	MONTH 3	MONTH 4
Reachable and known (G)				
Disconnected numbers and bounced emails				
Duplicates merged				
Records enriched with context				
Opt-outs honored across records				

Want your identity score done for you?

Agent Legend verifies, enriches and maintains contact identity across your database, so every campaign starts with a real person.

agentlegend.com/book-a-demo