



Email Data Group

Go Green with Online Marketing

DOES YOUR Dirty Data Stink?





The process of identifying and correcting inaccurate, irrelevant, incorrect or fake information present in your mailing database is called data cleansing or data scrubbing. According to a recent survey, you can increase up to 66% of your revenue if you follow best practices in data quality.

Through automated and manual tools, any erroneous, duplicate, immaterial or improper data is deleted, replaced or modified to convert it into a clean database. Once the entire cleansing process is done, all the inconsistencies will be completely removed and you will own a fresh and updated database.



Many businesses struggle with the issue of effective data management. Before you tackle the issues, there are simple steps you can take to make improvements in this area.

First find out if your data is timely, accurate and complete.

With a higher level of data these solutions become powerful tools capable of benefiting all trading partners and ultimately the consumer.





10 Tips to Healthy CRM & Marketing data:

- 1 First, understand how your business will benefit or improve its performance with higher data quality.
- 2 Ensure and maintain data standards throughout your organization. This enables consistency of data entering each field.
- 3 Define the scope of the data entering your database. This provides the framework for consistent data quality.
- 4 Implement data screening measures at every data-entry point (data filters in sign-in forms, data entry fields).
- 5 Implement quality checks at your data sources.
- 6 Use the right technology (manual and automated) to achieve quality data.
- 7 Enable collaboration among different departments to deliver quality data.
- 8 Create an unified view of data based on user's authority.
- 9 Provide real-time based on different level of users. This helps in better decision support and exception management.
- 10 Periodically filter out expired data.





Strategy and setting goals for Quality Data

Data is a perishable asset and require constant attention, and periodic cleansing to make it fit for marketing. Data cleansing is an extremely critical part to improve the quality of data in your database. You need to ensure that you are using the best quality database to gain maximum ROI from your marketing ventures. In a nutshell you must make your mailing database work for you.

The data cleansing process needs to fulfill following criteria given below:

- Accuracy of the entire database by making it consistent, updated and fresh
- Complete and correct with contact information
- The entire database should be uniformly correct of all irregularities and indiscretion
- The integrity of the database should be maintained
- All the duplicate information should be removed

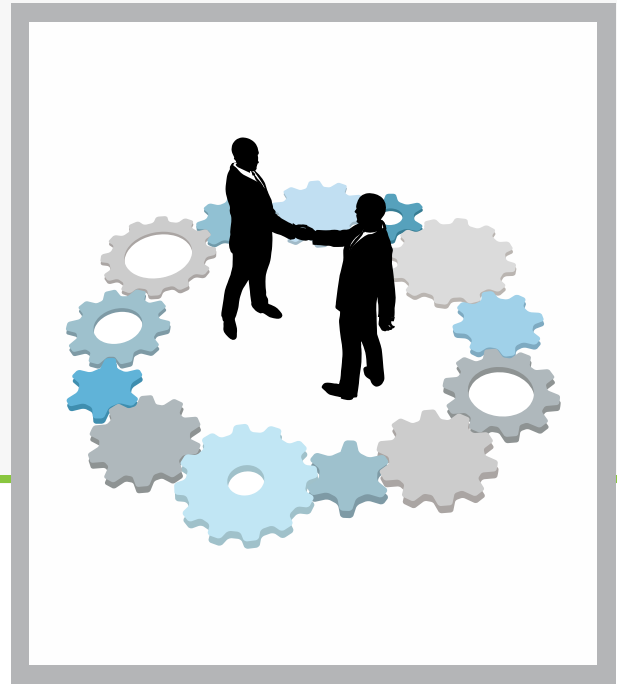
Two of the most common challenges marketers face where data cleansing is concerned:

- Sometimes some contact entries tend to have duplicate information. The automated tools consider them as invalid information and delete them
- It is a time taking process and tends to become expensive if not done regularly. Thus it is important to maintain it at regular interval



However, the benefits of data cleansing surpass the challenges to such an extent that it has become an unavoidable option for almost all the marketing companies.

It is always easier for a company to outsource the data cleansing process to any data management company. These firms have in-house experts who will thoroughly run double-check on your entire database and make it fresh and updated.



The services offered by these data cleansing companies are:

- Removing duplicate information
- Validating the database by correcting all the invalid and incorrect information
- Eliminating all the fake records, typos, duplicate figures, similar looking details
- Deleting outdated or dead information lying dormant in your database
- Comparing and removing facts of third party in sequence as opt-in and opt-out list
- Identifying incomplete or misplaced facts or figures and data formats
- Improving facts including product characteristics, assemble order and SIC codes



Smart Data Quality

Data Cleansing Service will enable businesses like yours gain better control over your marketing. In short, it helps you to deliver the right message through the right channel via email, phone and direct mail campaigns.

With a complete process of fixing, de-duplicating and eliminating erroneous data, you can confidently pass your data to your sales people and to decision makers.

Ask us about our new "Guaranteed data Cleansing Program"

If you're in short of time, you can use our data scrubbing, data cleaning, and merge/purge procedures to remove errors, correct your data and de-dupe your list. Contact us to receive a call back to clean your entire mailing database and keep it fresh and updated at the most cost-effective rates.

