



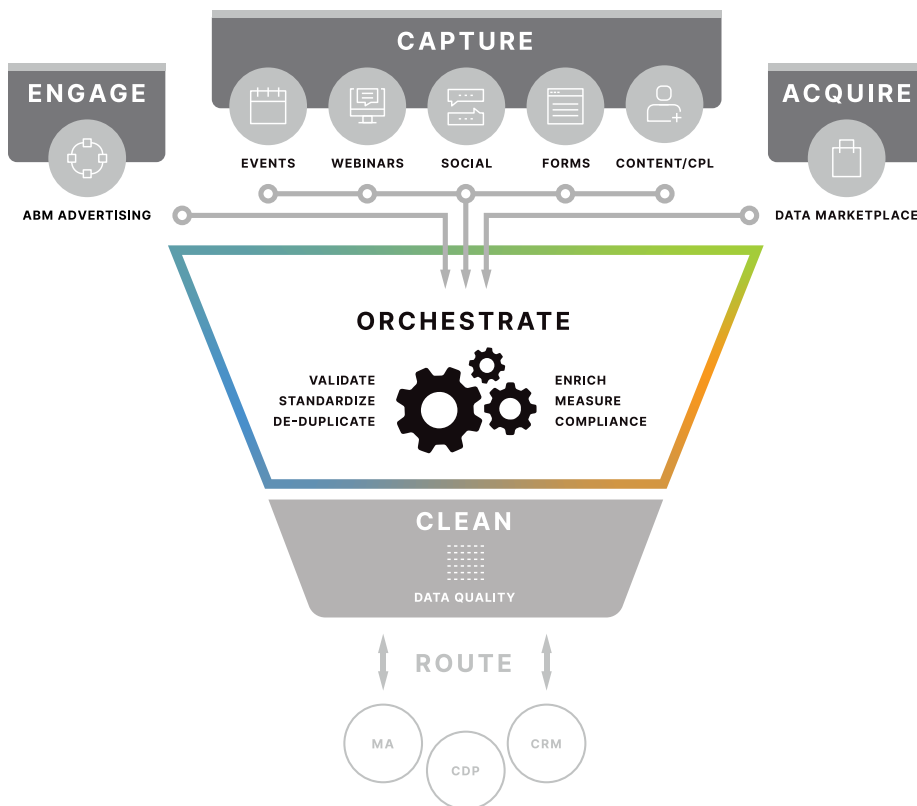
CLEAN



Integrate *Data Quality Cleanse*

Clean Your Existing Data And Keep It Clean

The best demand marketing programs run through Integrate. By unifying and amplifying your B2B marketing universe, we provide a home base for running, managing and measuring demand generation programs.



Our demand orchestration platform has the capability to process and clean existing data in marketing automation and CRM systems to allow companies to scale sales pipeline, accelerate revenue and maximize ROI.



Content Syndication and CPL for Marketing Success

Database cleaning processes are critical to maximizing value from your marketing automation platforms and CRM. Bad data not only dilutes success metrics and causes frustration for marketing and sales, but also costs businesses a lot of money – and possibly even compliance penalties.

KEY HIGHLIGHTS OF INTEGRATE’S DATA CLEANING SOLUTION:

Our expert team will extract your existing data and run it through the Integrate engine to provide your chosen level of data quality review, standardization, and enrichment at the contact and company level.

Integrate’s process allows you to eliminate bad data and start with a clean, marketable database for pipeline-generating programs and higher revenue impact. Build a strong foundation of data quality and keep it solid as your marketing efforts expand. Clean your data and improve pipeline quality with Integrate.

The Power Of An Integrated Approach

INTEGRATE DATA QUALITY

Bad lead data comes in a variety of forms: incomplete, unstandardized, duplicate, non-compliant, or just plain stale. Businesses that take a proactive, cadenced approach to database quality are seeing better results from marketing programs and more ROI on their technology investments.

CLEAN, INTELLIGENT, ACTIONABLE DATA

Once existing data is processed in the Integrate platform, these records get all the built-in benefits of the Integrate platform, including:



Validation



Data enrichment



MA and CRM integration



De-duplication



Mapping to your database field



Measurement

ANALYTICS FOR OPTIMIZATION

With the Integrate solution, you’ll be able to measure lead data performance and get a clear understanding of which messaging and demand initiatives are driving the most sales pipeline opportunities and attributed to revenue growth.

GET IN TOUCH

Learn more about how Integrate’s Data Quality cleaning processes can boost pipeline opportunities.