

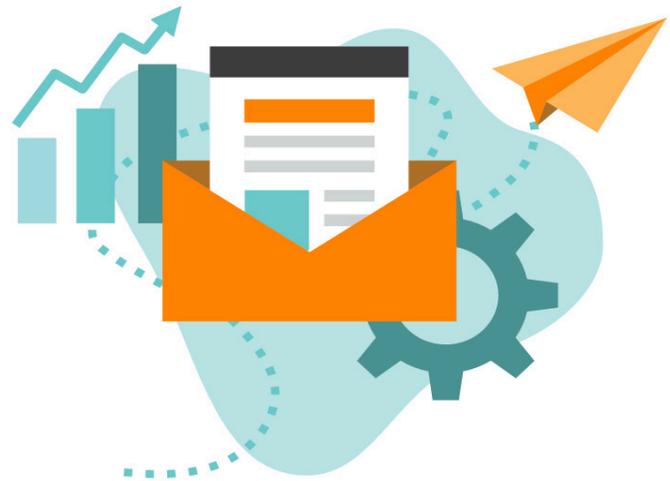
# Data Hygiene

QUALITY DATA. GAME CHANGING RESULTS.

When you are focused on results, clean data is the key to your success. You've heard it before, garbage in... garbage out. Data hygiene addresses everything from duplicates to incomplete, incorrect, outdated, and missing information, giving you accurate, actionable data that impacts to whom, what, and when messages are sent. The cleaner your data, the more accurate your aim, and the better your results.

## LEADOUS DATA HYGIENE SERVICES INCLUDE:

- ✓ Verifying Email Addresses
- ✓ Resolving Duplicate Records
- ✓ Identifying Incomplete Records
- ✓ Setting Email Standardization Practices
- ✓ Marking Unsubscribes
- ✓ Identifying Suppression Lists
- ✓ Setting Hard/Soft Bounce Rules
- ✓ Reviewing Integration Sync Parameters
- ✓ Subscription and Preference Centers
- ✓ Compliance



The trends have turned from "BIG DATA" to having the right data. It's essential to have a plan in place to cleanse and manage your data moving forward. Simple steps such as verifying email addresses, standardizing mailing addresses, abbreviations, and numbers will set you in the right direction.

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## DATA HYGIENE AND MARKETING AUTOMATION

Anytime is the right time to address data hygiene, and stay in front of it -- for good.

- Preparing data for an initial implementation of a marketing automation platform
- Migrating from one platform to another
- Launching new programs
- Keeping data storage costs down, and staying within your contract limitations

## DATA REQUIREMENTS

Using marketing automation prioritizes your data hygiene efforts by connecting your level of sophistication and matching it to your data requirements.

- First, verifying email addresses will result in higher deliverability rates
- Second, for those that leverage tokens, knowing which records are incomplete will ensure your use of them is flawless
- Third, data hygiene also plays a role in segmentation to get focused messages to specific target audiences - having clean data points such as titles, industry and state are key
- Finally, for those that take it a step further and utilize real time personalization you are able to leverage copy, visuals, and links based on complete data sets that result in engagement and conversions

## DATA MANAGEMENT RULES

After the initial steps of your data hygiene process, we will document best practices for proactive data management rules. These rules will ensure you are set up for success with your marketing automation platform and CRM instances, and keep data clean. This will deliver improved lead tracking, personalization, engagement and conversion.

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**9/10 customers that go through a data hygiene exercise see an immediate reduction in their database size - getting them within data limits and avoiding data overage charges.**

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Leadous experts are ready to help, with best practice driven strategies to get your data clean. Contact us today and provide your database count and confirm if you have a conditional sync with your CRM to receive an initial estimate.

Leadous works with several data companies to help you complete and update your records. We are happy to make introductions.

### ABOUT LEADOUS INC.

We believe that marketing is a human experience.

Behind every email, logo and computer screen are people waiting to engage with the world around them. We connect people to your brand by enhancing your marketing strategy with purposeful automation that drives mindful digital experiences. Building a sound foundation for your team to deliver business results and create happy clients.

HAPPY CLIENTS are how we measure our success.

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