

DATASTART FOR MARKETING AUTOMATION

Data Services for marketing automation users to ensure a single complete and accurate data set is built and maintained to maximise campaign targeting and ROI.

CRMT's DataStart is a proven set of data services and methodology to get your marketing data in great shape for both your marketing automation and CRM system either before or after your implementation. You will benefit from a single, complete, compliant and accurate set of data, organised and segmented to align with your business goals, to drive insight and strategy and meet with your campaign targeting and reporting requirements - Ultimately to drive campaign and business success.



KEY CHALLENGES

- My data is in a number of separate systems and spreadsheets. I need it in one place.
- I can't trust the quality or completeness of my data.
- I can't target my customers/prospects properly or personalise messages effectively so I end up sending everything to everyone.



KEY BENEFITS

- Produces a single valuable contact and company data source for the entire business.
- Provides a baseline data audit and data metrics for ongoing quality measurement and monitoring.
- Provides immediate insight into your customer and prospect base that can feed marketing strategy and tactics.



KEY FEATURES

- Pulls together data from your internal systems and databases, spreadsheets and external lists.
- Data is audited, cleaned, merged and enhanced.
- Segmentation strategy is designed and optimised.
- Segmentation criteria is identified, normalised and gap filled.

DataStart is designed to complement
CRMT's SmartAssist Services. Contact us to find out more.

Maximise your Marketing Investment with DataStart

Bad quality or incomplete data can seriously constrict your ability to market and sell effectively and can hold you back in taking full advantage of the sophistication and automation in Demand Generation activities that your investment in marketing automation enables.

Your B2B data will deteriorate between 20% to 30% per year, and left unchecked will become increasingly distrusted and less effective – driving down campaign response. This leads many businesses to ignore the value in their own data and instead to focus on external list purchase. Studies have shown that unlocking the value in your own data will deliver much higher returns than third party lists alone. DataStart will turn your data into a valuable asset not only for marketing but for the entire business.

Why Does it Work?

Our dedicated data services team have many years of experience in analysing, cleaning, merging and enhancing data from large Single Customer View projects through to smaller data refreshes. They use the latest tools and techniques for data matching and deduplication and their attention to detail is second to none! Our data consultants work with you and our data team throughout the DataStart process to ensure that your business and marketing goals are understood and that these are reflected in a robust segmentation and data maintenance strategy. They have direct B2B marketing experience and an enviable knowledge of third party data sources across EMEA that can be used to enhance and complement your existing data.

The DataStart process produces data audit, data mapping, segmentation and normalisation documentation and equips you with a set of data metrics that provide a baseline measurement and ongoing trend measurement of data quality and completeness. Once complete, the DataStart process will give your CRM and marketing automation system a first class data set to optimise campaign success and to maximise your marketing investment.

Key Technology Platforms:



About CRMT

CRMT is a Marketing Operations consultancy – a hybrid agency combining best-practice consulting, system integration and digital campaign services that's metric-driven, process-minded and very tech-savvy. We sit plumb between marketing, sales and IT and work with business leaders to maximise the investments they've already made in people and technology to drive marketing effectiveness and efficiency.

Interested in our marketing automation DataStart or SmartAssist service?

Contact us today for further information on how we can get your Marketing and Sales teams aligned at info@crmtechnologies.com or call +44 (0) 118 945 0030.

