

10 SANITY-CHECKS FOR EFFICIENT DATA MANAGEMENT



1. KEEP IT FRESH



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Keeping your data fresh means -

making sure it is accurate, in the right format and can be updated automatically.



2. ADD TO IT





Always add to your data -

as well as collating standard details, think about what other information will help improve campaign performance such as customer purchase history for renewal and cross/up sell campaigns; information to help lead quality & routing such as company size, revenue, number of employees etc. All information that can be obtained from internal resources or via third party providers.



3. REMEMBER SIZE DOES NOT (ALWAYS) MATTER





Don't mistake a good data base for a big database.

If you have a large prospect base but a big proportion is not engaged or unmarketable, why keep it. You could save money with you platform provider by reducing your database size.

4. ASK YOURSELF, IS MY DATA WORKING FOR ME?

Balance Value(\$) Balance sheet

1.732.577

Goals Level

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Dictionary

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Target Goal Level Office outing Long team care	263.819 776.208 179.984		00.000	Brokerage/Bank Accounts	237,689 563,980 45,000	
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Aspirational Goal Level Office outing	1.829.450 980.750 368.970	t.	500.000	Jenifer-bonus Jonathan-Contribution	4,567,284	
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Balance VC RMT

Resources Futare Benefits

Jenifer-Social security Jonathan-Social security



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Always ask, is my data working for me?

Always think, what is your data strategy? There is no point having data for data's sake - you always need to be thinking how it serves you, how is your data and your data segmentation supporting your campaigning and targeting efforts?





5. ALWAYS, ALWAYS COMPLY





Always, always make sure that you are compliant.

The General Data Protection Regulation (GDPR) was announced in April 2016 and will come into effect after a twoyear transition period. Failure to comply with the laws set out in the GDPR can result in fines of up to 4% of worldwide turnover.





6. NORMALISE YOUR VALUES





Consider normalised values.

Targeting by multiple values, for example job title or function, can sometimes just be to hard. By normalising multiple values into a single field, such as persona type, can improve targeting.





7. OFFER PREFERENCES





Be flexible.

Be seen to provide effective preference management services to your content subscribers. So often, preference management centres are poor and tend to be out of date with current data governance and compliance laws.



8. FOCUS ON COMPLETENESS



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Ask yourself, how complete is my data?

We all need email addresses but what other data do we need to improve campaigning and how complete is it? Consider progressive profiling to improve overall data completeness.





9. TO PURGE OR NOT TO PURGE?





Ask yourself, 'do I actually need all this data

sitting unengaged in my marketing platform?





10. ANALYSE





Always analyse.

Think, what secrets does my data hold? Where else in your data set can you explore to find small, highly responsive segments to target? How can integration with other data sources unlock new segments?



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TAKEAWAYS

- Bigger databases don't always mean better databases.
- Look at what else is hidden in your data always analyse.
- Never forget to focus on completeness.





Now that you've got the basics of data management down continue your journey to success, download

MY AWESOME GUIDE TO: MARKETING AUTOMATION SUCCESS

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