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10 SANITY-CHECKS FOR EFFICIENT DATA MANAGEMENT



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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.





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2. ADD TO IT




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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



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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?



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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?





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5. ALWAYS, ALWAYS COMPLY



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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 two-year transition period. Failure to comply with the laws set out in the GDPR can result in fines of up to 4% of worldwide turnover.





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6. NORMALISE YOUR VALUES



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Consider normalised values.

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





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7. OFFER PREFERENCES



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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

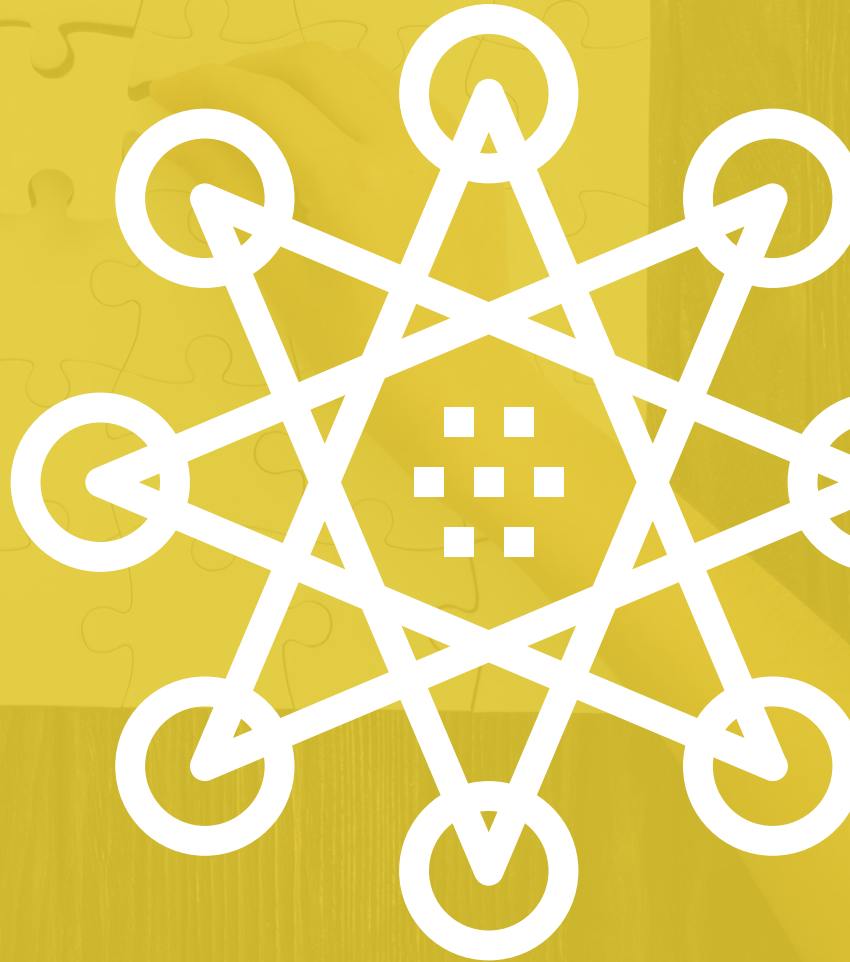


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Ask yourself, how complete is my data?

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.





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9. TO PURGE OR NOT TO PURGE?



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Ask yourself, 'do
I actually need
all this data

sitting unengaged in my
marketing platform?





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CRMT
MARKETING OPERATIONS



10. ANALYSE

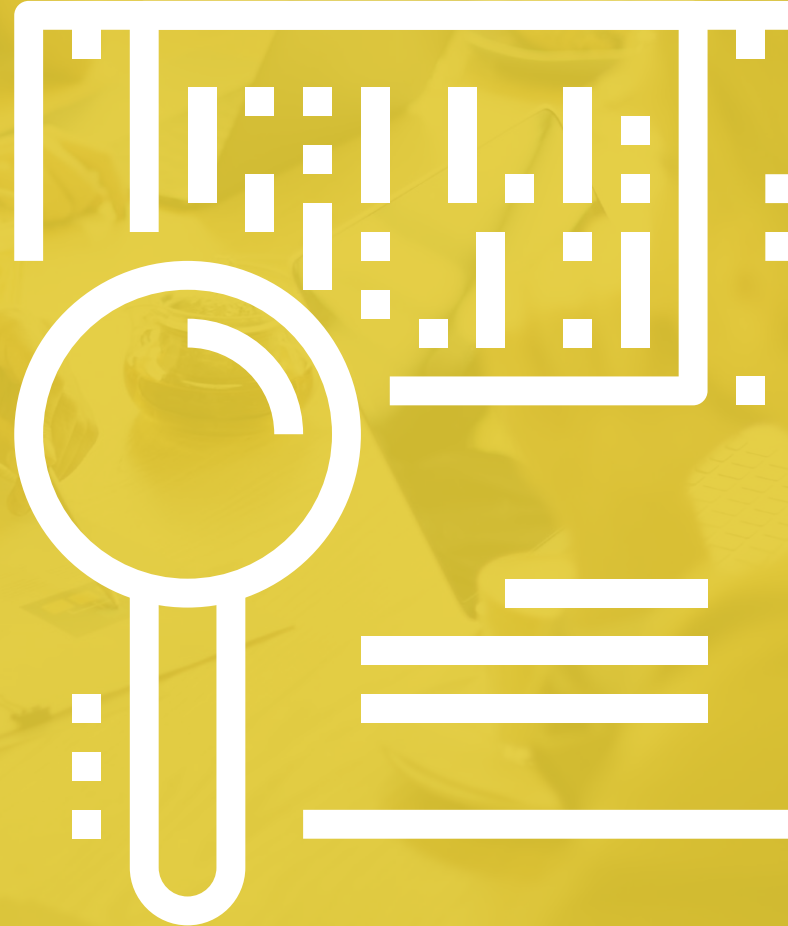


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Always analyse.

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.





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

MY AWESOME GUIDE TO: MARKETING AUTOMATION SUCCESS

DOWNLOAD NOW

