

Single Intelligent View

Enhance the power of your CRM by adding a Single Intelligent View of your data!

Data clean rooms and customer data platforms (CDP) have emerged in response to unreliable data and diminishing campaign results. While consumer privacy is still paramount, the need for performance insight has taken center stage. Companies taking part in clean rooms or CDP understand the importance of submitting accurate 1st-Party data. Our identity solutions support this objective by incorporating a consolidated process that delivers the 'Single-Intelligent View' of each CRM record – yielding higher match rates that produce more reliable media consumption and performance!

With a single process, we will:

- Provide Field Parsing and Standardization
- Validation - to the degree to which the data conforms to defined business rules and constraints
- Assess accuracy to ensure data is close to the true values
- Determine completeness; the degree to which all required data is known
- Unearth the consistency of each attribute across multiple datasets and offer attribute appends that fill-in mission-critical whitespace
- Achieve uniformity; to the degree to which data is specified using the same unit of measure – making corrections prior to Clean Room submission

