

# THE OCEANOS DATA CLEANSE & APPEND APP



ORACLE<sup>®</sup>  
MARKETING  
CLOUD

## Optimize Your Data

Here at Oceanos, we have always believed that you need to make the best use of the data you have in your database before acquiring new contacts. The Oceanos Data Cleanse and Append App can help you facilitate this, all in one easy step. We combine social media and 3rd party data with API partners to maximize accuracy and match rates. You'll erase bad data, populate missing fields, verify existing values, and correct inaccurate information. You will look like a hero as you bring your existing database up to speed, while only paying for the data points you need.

## Get Started!

We recommend running a free Data Health Check to start, it will provide greater insight on the state of your data. When you've completed that, start a free trial, we'll work our magic on your first 2,000 records absolutely free.

### Interested in learning more?

Send us an email at [info@oceanosinc.com](mailto:info@oceanosinc.com) or just go to [oceanosinc.com](http://oceanosinc.com) and drop us a note via web chat.

[Free Data Health Check](#)

[Free Trial](#)

Visit [online.oceanosinc.com](http://online.oceanosinc.com) to set up your free trial.



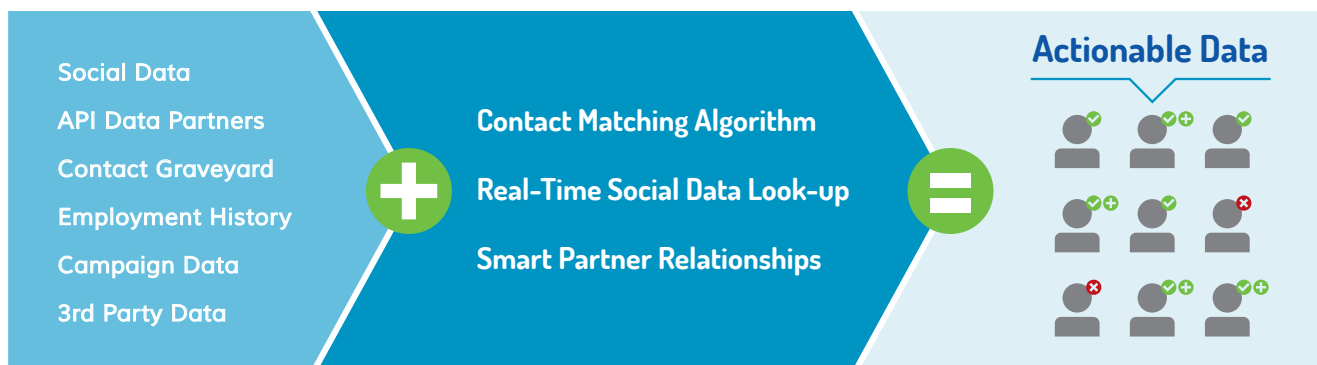
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### Oceanos App provides...

- **Data quality** – Our data methodology combines multiple 3rd party feeds with social media to increase accuracy.
- **High match rate** – Our approach provides deeper reach across organizations and business units.
- **A la carte pricing** – Pay only for the data points you need and match on, it's that simple.
- **Notification thresholds** – Never find yourself in a situation where you exceed your budget. You set the controls and we'll keep an audit trail down to the individual data point.

# Data Cleanse & Append

Our solution combines multiple data and social media inputs with a proprietary matching algorithm to keep your data clean and relevant. We remove bad data, populate missing fields, and verify existing values. With more accurate and complete data, you improve segmentation, lead scoring, and content alignment.



## Available Data Points

firstName	contactMobilePhone	companyAddress1
lastName	contactMobilePhoneType	companyAddress2
company	dqs	companyCity
companyWebsite	abmUsabilityScore	companyState
email	location	companyPostalCode
title	locationState	companyCountry
jobRole	locationCountry	yearFounded
jobFunction	locationTimeZone	sicCode
jobSubFunction	expertise	sicDescription
address1	education	sic4Code
address2	headshotUrl	sic4Description
city	linkedinHandle	naicsCode
state	twitterHandle	naicsDescription
postalCode	facebookHandle	naics6Code
country	companyHQPhone	naics6Description
contactPhone	employeeRange	companyLinkedInHandle
contactDirectDialConfidence	revenueRange	industry
companyPhone		

## Oceanos Where Data Becomes Intelligence

Oceanos is a B2B technology, data, and advisory services company that helps organizations cleanse, complete, and grow their contact database to support all types of demand generation. The process is powered by the highest quality data and algorithms, leveraging multiple data sources, innovation, and strategic expertise. Oceanos data solutions are accessible via API, multiple CRM/MAP, and directly via an advisor. To learn more visit [oceanosinc.com](http://oceanosinc.com).