

DATA APPEND

Incomplete Data = Missed Opportunities

Oceanos
A TechTarget data solution

We shine a spotlight on your database to assess the completeness of your contact data. We then help you fill-in missing values and append new attributes that deliver actionable intelligence. The result is improved lead scoring, predictive analytics, and content alignment.



"Innovation, hard work and service. The fact that they go out of their way to customize and tailor to our exact needs to deliver a great product. The use of social verification takes the data to a higher quality level."

– Charlie Tarzian,
Founder, The Big Willow



Run a Data Health Check

Understand the completeness of your data.



About the Data Append Application

Automate your data append with one of our many integrations. If your project requires a more customized approach we invite you to work directly with one of our data technologists.



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CASE STUDY: Brainshark

Using High-Quality Data to Support Persona Marketing

Brainshark is the leading sales enablement company that helps businesses harness the power of content to drive sales productivity.

Brainshark tasked Oceanos with helping them cleanse and reshape their contact database to a new set of buyer personas and strategic industries. The first step was to run a Data Health Check to gain insight into the quality and completeness of the contact data. The results supported the use of proper hygiene treatments to remove bad and off target contact records.

“Oceanos helped us create an impactful, measurable and REPEATABLE process for keeping our database healthy. And with the GAP analysis, we have insight on what accounts or territories are missing the top personas.”

— Kate Sarkissian O’Leary, Senior Manager,
Database Marketing, *Brainshark*

Challenge

- Identify and remove bad data
- Validate and update contacts (executive move, change in level, function or persona status)
- Understand gaps in the database from both an account and contact standpoint

Solution

- Process contacts through a Data Health Check and then apply recommended treatments
- Enrich contact data with firmographic and social data to improve persona assignment
- Run a Contact Gap Analysis to assist in account identification and contact sourcing

Results

- 45% contacts validated
- 95K outdated contacts flagged
- 24% accounts removed
- 30K updated job titles & personas

OUR CUSTOMERS

