Most companies have a huge blind spot when it comes to the accuracy of their contact data. The emergence of Account Based Marketing has only amplified the need for clean data. For more than 15 years, we have diligently tested, analyzed, and methodically benchmarked all types of data assets. We leveraged this experience to develop a model that reads “signals” in order to establish data quality. Each contact is ranked on a scale that represents the perceived accuracy. The resulting score is used to determine which contacts are deemed most accurate, ensuring that contacts that are confirmed bad or suspect are flagged.

Do you know your Data Quality score?
Run a FREE health check to learn your data quality score.

About the Data Cleanse Application

Verified Contacts

Social Data
API Data Partners
Contact Graveyard
Employment History
Campaign Data
3rd Party Data

Data Quality Scoring Model

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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."

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