

DATA CLEANSE

# Do you know your Data Quality?

Oceanos  
A TechTarget data solution

**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.



*“The Marketo-integrated cloud connector is super fast, easy to use and implement, and makes it very simple to target key chunks of contacts for data append or cleanup.”*

– Kendall Reicherter, Senior Marketing Operations Manager, Acquia

## Do you know your Data Quality score?

Run a FREE health check to learn your data quality score.

INTEGRATE WITH US:



## About the Data Cleanse Application



# 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.”*

— 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- 95K outdated contacts flagged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

