# COMPLETE GUIDE TO DATA CLEANSING, ENRICHMENT, SEGMENTATION AND ANALYSIS

**RDM**
RESULTS DRIVEN MARKETING

HOW PERFORMING THESE PROCESSES REGULARLY PROVIDES ANY COMPANY WITH A COMPETITIVE ADVANTAGE
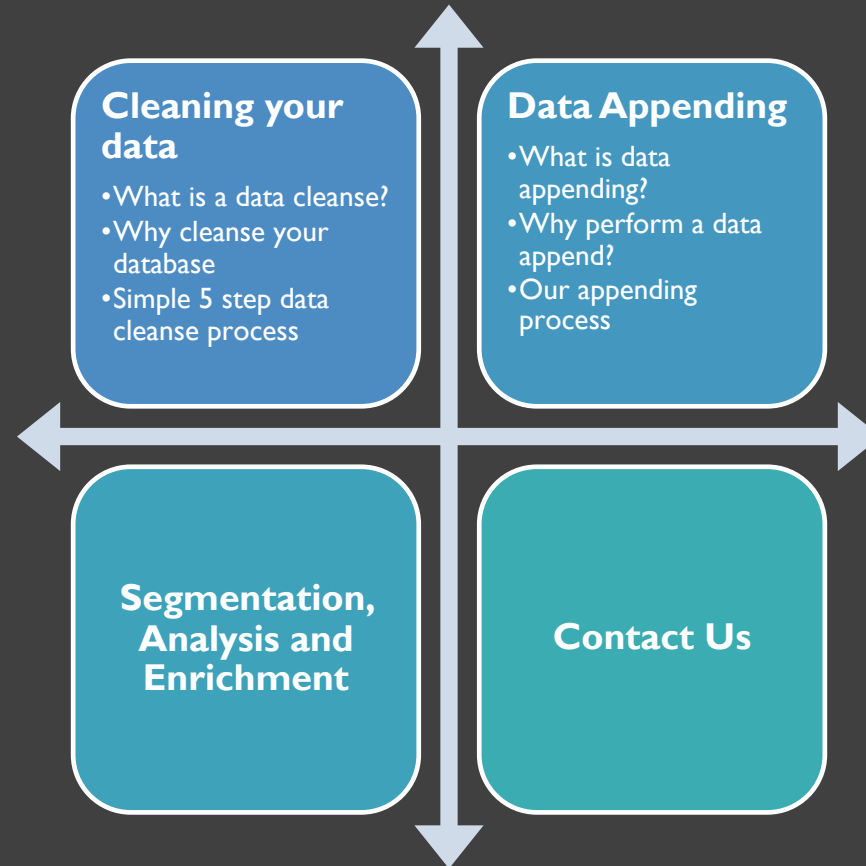
## INTRODUCTION

**Welcome to our Guide to Data Cleansing, Enrichment, Segmentation and Analysis.**

This guide is designed to give you the information you need to better understand the best ways to maximise the results you get from one of your most important marketing tools – **your database**.

The guide covers three important areas. Cleansing, Appending and Enrichment and why these processes give you a competitive advantage over your competition.

# CONTENTS

**Cleaning your data**
- What is a data cleanse?
- Why cleanse your database
- Simple 5 step data cleanse process

**Data Appending**
- What is data appending?
- Why perform a data append?
- Our appending process

**Segmentation, Analysis and Enrichment**

**Contact Us**

# CLEANING YOUR DATABASE

**What is a data cleanse?**

A data cleanse is basically like performing a data health check or audit.

Performing a data audit on the business data you hold in-house, will give you a better understanding of exactly what information you hold on prospects and areas where you can improve that information to get better results from it.

The term 'data audit' can sound a bit daunting, but we are here to help you work through it to achieve those better results.

**Why cleanse your database?**

The answer to this one is extremely straight forward…

To make it perform better and be more cost effective.

Working alongside a quality data supplier like Results Driven Marketing, will allow you get your 'data house' in order, remove duplicate information, take out dead information and fill in any blanks.

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# CLEANING YOUR DATABASE

# Simple 5-Step Data Audit Process

## Step 1. Get everything together in one place.

To get to an end point, it's important to know what you are working with.

If you are like most businesses, you may have data stored across several systems and it has been segmented at some point.

We need to gather together all the information you hold to give us our starting point.

## Step 2. Format

Once you have gathered together all of your data it's important to get it all in the same format.

The best thing to do is discuss with us the formats that your data is currently held in and then utilise our software systems to standardise your files.

## Step 3. Data match

The next step is to match your database against the master file which we supply from. It contains over 3.25 million records and is one of the most comprehensive b2b data files around.

By matching your data, we identify inaccuracies which we can then replace with fresh information.

## Step 4. Deduplication

Using our specialist software, we can deduplicate your existing database which will save you money and face.

No-one wants to be contacting the same company several times over.

## Step 5. Fresh information

Whether the business has closed or contact details have changed, we can supply you with fresh, up to date and compliant information to replace the dead information in your database which is costing you time and money to contact.

## DATA APPENDING

# Energise your database with our appending and enhancing services

**Energise your database with our appending and enhancing services**

### What is data appending?

To be competitive in today's business climate, you need the best information possible. **Our data appending services see us match your database against our already verified database**, which is a fantastic way to ensure the quality and accuracy of the database you are working with.

### Why perform a data append?

In the current climate, it's more important than ever to have accurate and compliant data that gives you an advantage over your competition.

Data appending fills the gaps in your database and reverse data appending gets rid of the incomplete and inaccurate information.

### Our data appending process

Once you have gathered all your information in one place and formatted it, you will probably find that there are fields of information that are missing.

That missing information may be crucial to parts of your marketing efforts.

By appending your database with reputable data from Results Driven Marketing, we can fill in the blanks.

## DATA ENRICHMENT

# Segmenting, Analysing and Enriching Your Database

By segmenting and analysing your existing database you can uncover your very best customers and their key characteristics.

This key information enables you to focus your attention on developing your relationships with your key clients and winning new business from them.

Identifying these contacts gives you more opportunities to upsell or cross sell and further leverage your existing customer relationships.

So, we have identified who your best clients are by certain criteria, now it's time to find more of them.

By working with **Results Driven Marketing** and our fantastic database, we can take your clients key identifying qualities and then search our database based on them.

The resulting database supplied by us is totally bespoke, matches your key client's identifiers and provides you with a fantastic audience to sell your products and services to.

It saves money in the reduction of wastage while allowing you to streamline your data-driven campaigns, focussing your budget in the most likely places to generate significant ROI.

## CONTACT US

## Our b2b Data Solutions

**Results Driven Marketing** are dedicated to supplying the very best b2b database solutions.

We can help you cleanse, analyse and enrich your database in order to reduce wastage, laser target your marketing communications and sharpen your ROI.

To speak to us directly, contact us on **0191 406 6399** or on **info@rdmarketing.co.uk**