

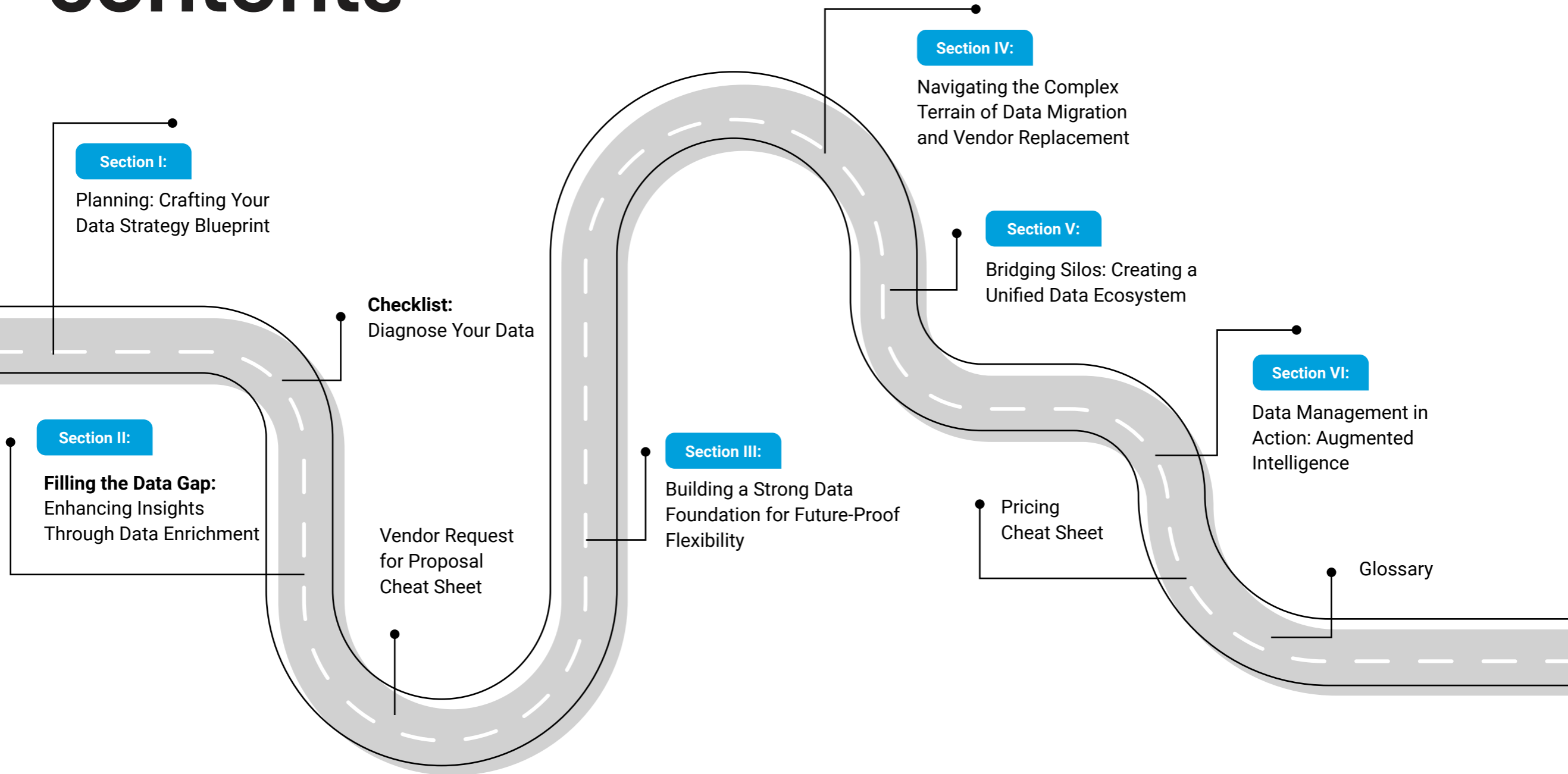
data axle

**Navigating the
Modern Data Terrain:**
Your Expert-Guided Journey





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Planning: Crafting Your Data Strategy Blueprint

Today's fiercely competitive landscape has been cultivated by evolving customer demands. To remain successful, companies need to draw upon a bedrock of precise and reliable data for their sales and marketing strategy. As you read this whitepaper, picture us as your seasoned guides, skillfully leading you through the intricacies of how to manage your data. Each section of our exploration represents a facet of data management.

A well-defined data strategy is not just an asset; it's a necessity. Artificial intelligence is making waves across all industries and if you want to leverage it to remain competitive, you need a clean data foundation. Whether you're a startup looking to lay a strong data foundation or an established organization seeking to revamp your approach, crafting a data strategy blueprint is the key to unlocking the potential of your data assets. In this white paper, we'll guide you through the process of planning and creating a robust data strategy blueprint that can propel your business forward.

Why Do You Need a Data Strategy?

Before diving into the planning process, let's briefly explore why a data strategy is crucial for businesses of all sizes and industries.

- 1. Data Is Abundant:** In the digital age, data is generated at an unprecedented rate. Without a strategy, you risk drowning in data noise and missing valuable insights.
- 2. Data-Driven Decision Making:** Data-driven decisions lead to better outcomes. A well-crafted strategy ensures that your data serves as a valuable asset rather than an overwhelming resource.
- 3. Competitive Advantage:** Organizations that leverage data effectively gain a competitive edge. A data strategy positions you to harness this advantage.
- 4. Compliance and Security:** With data privacy regulations like GDPR and CCPA, having a strategy in place helps you stay compliant and secure your data.
- 5. Staying Tech Savvy:** Artificial intelligence is here and data is the bedrock. Use data to facilitate augmented intelligence to outshine your competition.

The Blueprint

1 Define Clear Objectives and Goals

Begin by identifying your overarching objectives. What do you hope to achieve with your data strategy? Are you aiming to improve customer experiences, enhance operational efficiency, or drive innovation? Define specific, measurable, and achievable goals that align with your business vision.

2 Assess Your Current Data Landscape

Take stock of your existing data assets. What data do you currently collect and store? Where is it located? How is it processed and utilized? Understanding your current data landscape is essential for building on existing strengths and addressing weaknesses.

3 Identify Data Sources

Determine the sources of your data. This includes internal sources (e.g., customer databases, transaction records) and external sources (e.g., third-party data providers, social media). A comprehensive view of your data sources enables you to plan data collection and integration effectively.

4 Data Governance and Security

Establish robust data governance policies. Define who owns and has access to data, implement security measures, and ensure compliance with data privacy regulations. Data governance is crucial for maintaining data integrity and trustworthiness.

5 Data Collection and Integration

Plan how you'll collect and integrate data from various sources. Consider data quality, consistency, and compatibility. Tools like data warehouses and integration platforms can streamline this process.

6 Data Analytics and Insights

Outline how you'll analyze and derive insights from your data. This may involve data analytics tools, machine learning models, or data visualization platforms. The goal is to transform raw data into actionable insights.

7 Data-driven Decision Making

Promote a data-driven culture within your organization. Encourage teams to use data for decision-making and provide training if necessary. Effective communication of data insights is key.

8 Monitoring and Iteration

Implement a system for ongoing monitoring and evaluation of your data strategy. Regularly assess its effectiveness, make adjustments as needed, and stay adaptable to changing data needs and technologies.

Crafting a data strategy blueprint is not a one-time effort but an ongoing process. It's a dynamic framework that evolves with your business and the data landscape. With a well-defined strategy, you'll be equipped to navigate the data-driven future, make informed decisions, and drive innovation. Remember, data is a valuable asset; how you plan and execute your data strategy will determine whether it becomes a competitive advantage or a missed opportunity.



Checklist: Diagnose your data

So, you think you have a data issue, but you aren't sure what it is. What you do know is that your data isn't providing you with the actionable insights you need. Below, we've provided a checklist to help you determine what your data issue is.

Dirty data

- Email bouncebacks
- Undeliverable direct mail
- Agent or employee manual entries
- Junk webform entries

Not enough data/data gaps

- Missing digital contact information
- Missing offline data (such as emails without a name or address)

Lack of interoperability

- Multiple siloed sources not talking to each other
- Using outdated homegrown systems
- Difficulty feeding data to multiple endpoints?

Too much data

- Details on prospects outside your target audience
- Irrelevant data
- Can't find relevant data (aka "data noise")
- Too much historical data
- Overspending on data storage
- Replication of same/similar data across multiple locations or data stores

Need to add or replace a vendor?

- Vendor can't deliver on your ask
- Current vendors aren't communicating with each other
- Vendor isn't acting as an extension of your team

So, now you know what your problem is. Where do you start fixing it?

Create a vision of what you are trying to accomplish. Solid goals and KPIs are crucial to staying on track as you try to make your vision a reality. This will also give you a better understanding of the data you need and what you need from your solutions providers. Read on for more solutions to your data woes.

Filling the Data Gap: Enhancing Insights Through Data Enrichment

Data is the lifeblood of business decisions, marketing strategies, and customer engagement. However, the data landscape is evolving rapidly, and organizations are finding it increasingly challenging to keep pace. It's almost impossible for a company to gather all the data it needs on its own.

This is where data enrichment comes into play. In this section, we'll explore the importance of pulling in third-party data early in your data management process to maximize use cases and ROI, and to streamline customer communications. By doing so, companies can not only support their first-party data strategies but also alleviate concerns around cookie degradation.





The Shifting Data Landscape

The data landscape has seen a seismic shift in recent years. The industry has a laser focus on first-party data. Privacy regulations like GDPR and CCPA have ushered in an era of heightened data protection and consumer privacy. Additionally, the impending death of third-party cookies means that businesses can no longer rely solely on traditional tracking methods. As a result, many organizations are grappling with a data gap that threatens to impede their ability to understand their audience, tailor their offerings, and maintain the personalization that modern consumers expect.



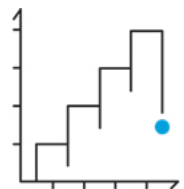
Enter Data Enrichment

Data enrichment is the process of enhancing your existing first-party dataset with additional information from external sources. This can include demographic data, behavioral insights, and much more. The aim is to create a richer, more comprehensive profile of your audience, which, in turn, unlocks a multitude of benefits.



Maximizing Use Cases

First-party data can be greatly enhanced by integrating third-party data early in your data management process. Doing so allows you to open up a new world of possibilities. You can better segment your audience for targeted marketing campaigns, identify potential high-value customers, and even predict future trends. Data enrichment maximizes the utility of your data, allowing it to serve as a strategic asset.



Boosting ROI

Every dollar spent on data enrichment can result in significant returns. When your data is more accurate and comprehensive, your marketing efforts become more efficient. You can reduce wasting resources on irrelevant audiences and allocate your budget where it matters most. The result? A substantial boost in ROI.



Streamlining Customer Communications

Knowing your audience inside out is the key to effective customer communication. Data enrichment helps you understand not just who your customers are, but also what they want. This enables you to personalize your messaging, provide relevant offers, and enhance the customer experience, ultimately fostering loyalty.



Alleviating Concerns Around Cookie Degradation

With cookie degradation looming on the horizon, relying solely on traditional tracking methods is no longer a viable option. Third-party data enrichment offers an alternative approach to understanding your audience and their preferences, helping you navigate the changing landscape with confidence. Third-party data enrichment complements your first-party data strategies by enriching your existing customer data with valuable additional profile, lifestyle, preference, and behavior data. This ensures that your first-party data remains a robust and reliable asset for years to come.

In a data landscape marked by privacy regulations and the erosion of third-party cookies, data enrichment has emerged as a powerful tool for organizations looking to stay ahead. By pulling in third-party data early in your data management process, you can maximize the use cases of your data, boost ROI, streamline customer communications, support first-party data strategies, and alleviate concerns around cookie degradation. In essence, data enrichment empowers your organization to bridge the data gap, making informed decisions and engaging with your audience in a way that resonates and builds lasting relationships. It's not just about data; it's about the insights and opportunities that data enrichment unlocks.

Vendor Request for Proposal Cheat Sheet

These common questions need to be on your list when you approach a potential new data partner

Selecting a new vendor to work with can be overwhelming – especially when you are interviewing a large quantity of potential partners. We created this checklist to ensure you don't accidentally skip over some of the most critical questions when requesting information.

How is the data sourced?

Why this is an important question:

It's imperative to know where the data that is going to be powering your product, platform, or solution is coming from and how it's being sourced. Many businesses and consumers are concerned with data privacy and ethical data collection. Your brand reputation may depend on whether the solution that powers your solution was sourced ethically.

How is the data validated to ensure accuracy? What quality checks do you have in place?

Why this is an important question:

You need to know you are selecting a provider that will provide you with clean, accurate data to ensure your product is providing the best value to clients. Whether they are trying to make an informed business decision about where to open a new business conducting market analysis, or targeting, your clients need high-quality data to meet their business goals.

Is the data privacy compliant?

Why this is an important question:

Your data provider should follow CASL, GDPR, and CCPA guidelines in order to avoid heavy fines, and in some cases, criminal charges. Most importantly, you want to make sure the data you are incorporating into your product is compliant so your users won't face any legal complications.

What is the coverage of data?

Why this is an important question:

When selecting a data source, you need to make sure the datasets you are licensing have good coverage, meaning that they encompass the entirety of the data and scope needed to fulfill the purpose that a product, application, or service was designed for. Comprehensive coverage is paramount in creating both a good product and a good user experience.

Is there a linkage between business and consumer?

Why this is an important question:

In the wake of the global pandemic, our professional and personal lives have never been more entwined. Being able to reach business executives and consumers whether they are working remotely or in the office is critical to today's marketing and sales strategies.

How are franchise and headquarters linked in the database? (e.g., location, linkage, and corporate hierarchy)

Why this is an important question:

Headquarters and franchises need to be properly linked in a database in order to provide an accurate market analysis, better understand business trends, predict future outcomes, understand a certain geographical area, and analyze business performance.

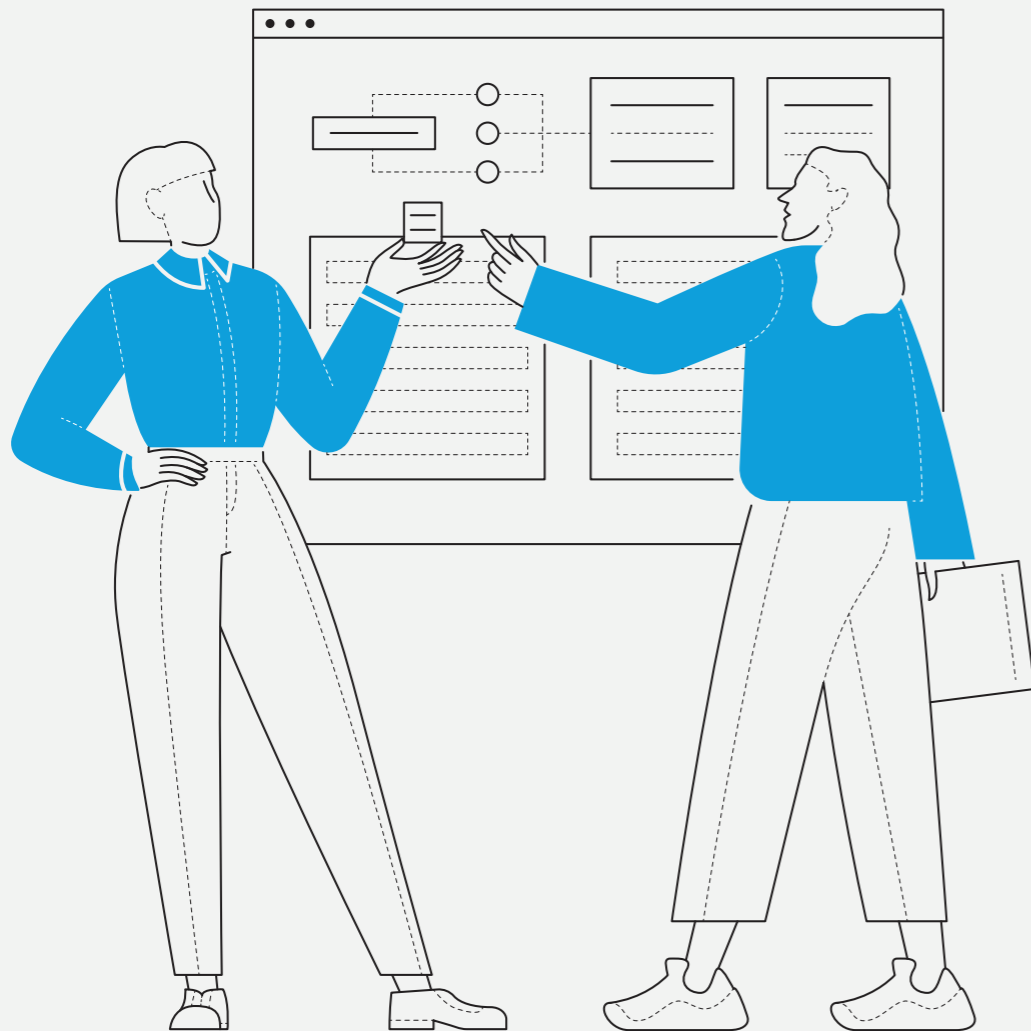
In what format is the data delivered, and what is the cadence?

Why this is an important question:

Every business needs data that can be smoothly and quickly integrated with its current solution. The data provided by your partner should be offered in a variety of formats and customizable depending on your needs, whether you want to manage a full file, make real-time API calls, or a combination of the two. You should have the flexibility to take in the data at a frequency that works for you – whether that be monthly, weekly, or daily.

Building a Strong Data Foundation for Future-Proof Flexibility

To harness the full power of data and remain adaptable to changing circumstances, it's essential to build a strong data foundation. In this section, we'll explore why a robust data foundation is crucial for future-proofing your organization and how to go about it.



The Importance of a Strong Data Foundation

A strong data foundation serves as the bedrock upon which you can build, adapt, and thrive in an ever-changing business environment. Here are some compelling reasons why it's essential:

1 Data-Driven Decision-Making

As we've mentioned before in this white paper, a strong data foundation ensures that you have access to accurate, reliable, and up-to-date information, enabling better decision-making at all levels of your organization.

2 Adaptability to Change

The business landscape is constantly evolving. Whether it's responding to market shifts, new regulations, or unforeseen disruptions (hello, global pandemics), having a flexible data foundation allows you to pivot and adapt quickly to changing circumstances.

3 Innovation and Competitive Advantage

Innovation often relies on data. With a strong data foundation, you can experiment with new ideas, test hypotheses, and uncover insights that give you a competitive edge.

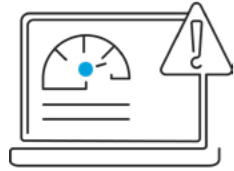
4 Enhanced Customer Experiences

Personalization is the expectation of modern consumers. A robust data foundation enables you to understand your customers better, tailor your products or services, and create personalized experiences that drive customer loyalty.



Building Your Data Foundation

Now that we understand the importance, let's delve into how to build a strong data foundation for future-proof flexibility:



Data Quality and Governance

Start by ensuring data quality. Clean, accurate, and reliable data is essential. Implement data governance practices to maintain data integrity, enforce data standards, and establish accountability for data quality.



Data Integration

Data often resides in silos within an organization. Implement data integration solutions that allow you to bring together data from various sources, creating a unified view of your information.



Scalable Infrastructure

Invest in scalable data infrastructure that can grow with your needs. Cloud-based solutions are often a wise choice, as they offer flexibility, scalability, and cost-efficiency.



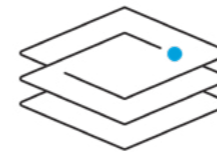
Security and Compliance

Data security is paramount. Implement robust security measures to protect your data from breaches and ensure compliance with relevant regulations (e.g., GDPR, HIPAA).



Data Analytics and Insights

Leverage data analytics tools and technologies to turn raw data into actionable insights. Advanced analytics, machine learning, and data visualization can help uncover valuable patterns and trends.



Data Culture

Promote a data-centric culture within your organization. Encourage data literacy and ensure that decision-makers at all levels are comfortable using data for their tasks.



Continuous Learning and Adaptation

The data landscape is ever-changing. It's crucial to stay updated on emerging technologies and trends and be prepared to adapt your data strategy accordingly.

A strong data foundation is not just a one-time investment; it's an ongoing commitment to data excellence. Building and maintaining this foundation is a journey that requires diligence, adaptability, and a forward-thinking approach. By doing so, your organization can future-proof its operations, seize new opportunities, and remain agile in the face of change. Remember, in a data-driven world, your data foundation is your greatest asset.



Understanding Data Cleansing: Process Stages and Significance

Data cleansing is a pivotal process aimed at ensuring the accuracy and integrity of your data while eliminating corrupt or incomplete records. This multifaceted procedure encompasses various stages, including data hygiene, augmentation/enhancement, and the identification of duplicates.

Data Hygiene: Ensuring Integrity to Enable Omnichannel Campaigns

Data hygiene spans multiple communication channels, including direct mail, email, and phone.

Direct Mail: Did you know that the average company spends \$180,000 annually on direct mail that is never delivered? To enhance direct mail hygiene, companies should prioritize address standardization, CASSTM, NCOALink®, DSF®, and cross-referencing against common suppression files (such as deceased, prison addresses, do not mail lists, etc.).

Email: A “ping” process is employed to discern whether an email address encounters hard bounces, appears suspicious, or is flagged by DMA. This phase allows companies to collaborate with providers to rectify hard bounce cases. Effective email hygiene becomes paramount for favorable email deliverability, shielding IPs from blockages and blacklisting, which, if neglected, can tarnish sender reputation and relegate emails to spam folders or oblivion.

Phone: Every hour, approximately 872 phone numbers become defunct, amplifying the necessity of phone hygiene. Phone hygiene encompasses standardization, verification, and appending procedures for both landlines and mobile numbers.



Augmentation/Enhancement: Completing the Picture

Data augmentation entails filling gaps in records to ensure their completeness. Suppose a customer entry lacks an email address, social handle, or phone number; a data partner like Data Axle can rectify this by appending the absent information. Similarly, an existing email address or phone number can be leveraged for reverse appending to retrieve missing details like name and address.

Enhancement denotes the integration of third-party data into a company's customer or prospect files. B2C enterprises can benefit from appended demographics, including gender, age, location, marital status, presence of children, income, and home value. On the B2B spectrum, data enhancement offers insights such as company size, business type, revenue, SIC code, and more.

Duplicate Identification: Streamlining Accuracy

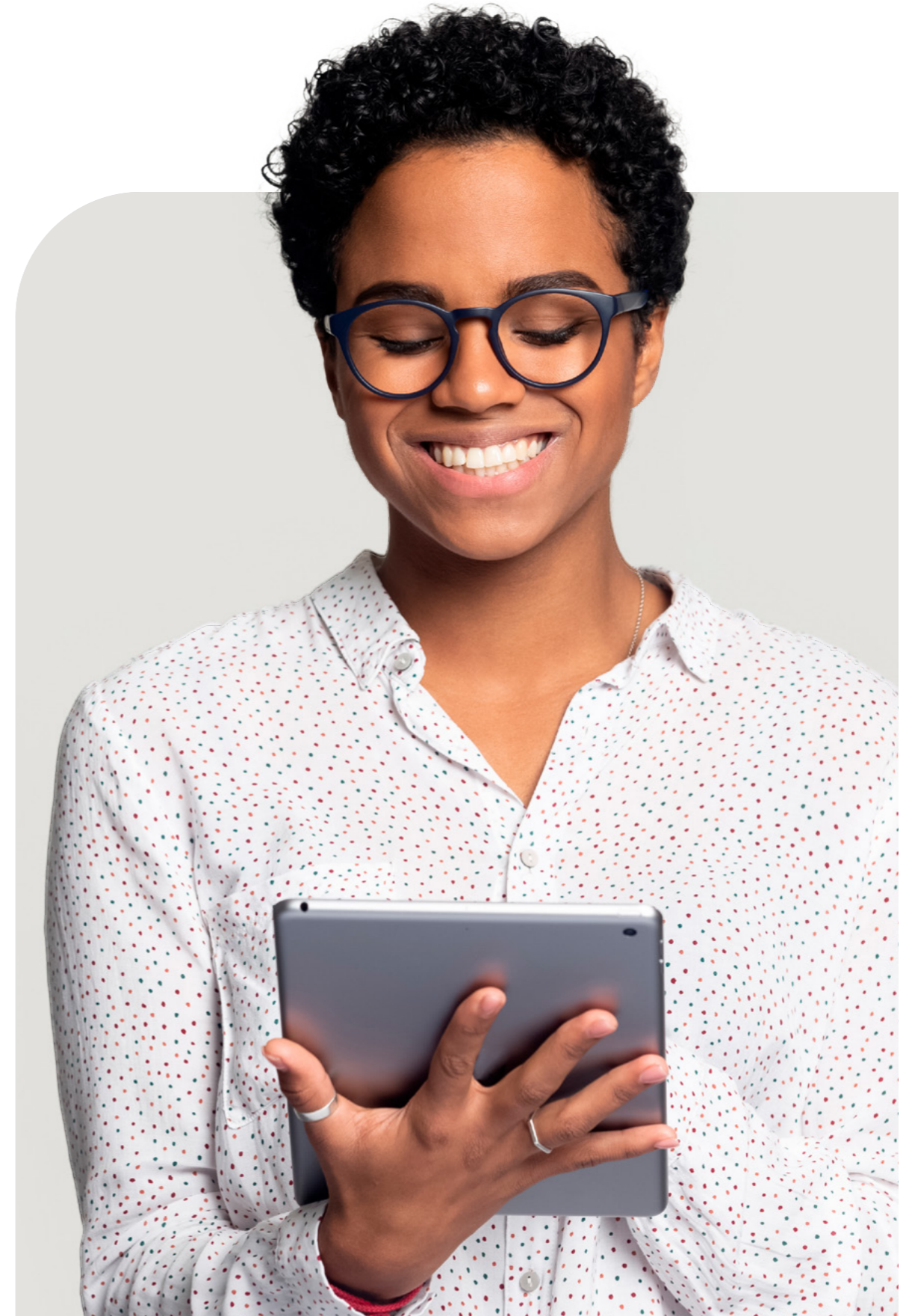
Duplicate identification focuses on spotting duplicate entries at the individual/household level for consumer records and at the individual/site level for business data. This phase is essential to streamline accuracy and maintain a clutter-free database.

Data cleansing stands as a cornerstone of data management, nurturing accurate insights and fortified communication. By traversing these distinct stages, organizations can uphold the sanctity of their data, enhance customer interactions, and drive informed decision-making.



Pro tip:

For optimal data maintenance, we recommend a quarterly schedule for data cleansing. This is a pragmatic approach between managing expenses and maintaining regular cleansing intervals. However, it's important to acknowledge that each organization has different KPIs, budgets, goals, etc. The demand for data cleansing can fluctuate, ranging from daily for some enterprises with frequent marketing campaigns to semiannually for others with less frequent needs. Adapting the frequency of data cleansing to your specific circumstances ensures a tailored approach that upholds data quality while accommodating your unique operational patterns.





Streamlining the Customer Data Cleansing Process

Maintaining data integrity isn't a one-time endeavor; it requires a systematic approach to manage data throughout your business's lifecycle. If the prospect of establishing a data hygiene process seems overwhelming, here are five essential guidelines to help you kick-start the journey.

Establish an Effective CRM System

A robust Customer Relationship Management (CRM) system is your data's sanctuary. Selecting an appropriate CRM tailored to your needs is paramount. This platform becomes your data repository, empowering you to manage leads efficiently. It aggregates lead-related information, enabling insights like purchase frequency and proximity to physical stores.

Clarify Customer Data Expectations

Defining your data's purpose is pivotal. Probe into your data's significance and create corresponding key performance indicators (KPIs). These KPIs should mirror the six core attributes of data quality:

- **Completeness:** Measure the percentage of missing email addresses.
- **Accuracy:** Assess the percentage of direct mail pieces returned within the last six months.
- **Timeliness:** Gauge the percentage of recently relocated leads.
- **Consistency:** Track inconsistencies in phone numbers across systems.
- **Validity:** Check the consistency of date formats, like birthdays.
- **Integrity:** Quantify the percentage of data sourced from public records.





Standardize Data Entry Practices

Consistency is vital, especially when multiple individuals input data into the CRM. Streamline data entry processes across departments to minimize discrepancies. While occasional errors may persist, standardization fosters data quality, aligning with revenue augmentation goals.

Harness Data Enhancement Services

Cleansing existing data is as crucial as refining data collection and storage protocols. Leverage data enhancement services for a seamless process:

- **List Update:** Enhance files by adding or updating missing details.
- **Postal Processing:** Verify accurate mailing addresses.
- **Data Suppression:** Conceal prospects that shouldn't be contacted.
- **Merge/Purge:** Detect and remove duplicate or unwanted data.

Sustainable Maintenance

Recognize that implementing best practices alone won't prevent data deterioration. Life events like births, marriages, moves, and opt-outs can introduce inconsistencies. Collaborate with a reputable big data partner to conduct routine data cleaning every six to 12 months.



Navigating the Complex Terrain of Data Migration and Vendor Replacement

In a world of mergers and acquisitions, data migration has become a vital process, whether it's moving from internal systems to hosted partners, integrating disparate data sources, or transitioning from one vendor to another. In this section, we'll explore the intricacies of data migration and address key considerations for a smooth transition.

Data migration is the process of moving data from one system, format, or location to another. It plays a pivotal role in an organization's digital transformation journey. Here, we'll delve into various aspects of data migration:

Data Migration: The Foundation for Seamless Transitions Between Companies and Systems

1 Data Migration

Data migration is the process of transferring data from one system or format to another. It's a critical undertaking, as it sets the stage for a successful transition while minimizing disruptions to daily operations.

Discovery: The journey begins with thorough discovery. Understand what data you have, where it resides, and its relevance. Document data structures, dependencies, and relationships. This step lays the groundwork for a smooth transition.

Challenges: Expect challenges. Data quality issues, format disparities, and the need for data cleansing may arise. Plan for contingencies, allocate resources, and define data migration success criteria.

Transferring and Updating Data: Use a structured approach to transfer and update data. Integration is key, which involves consolidating duplicate records, creating unique identifiers, and merging siloed data. Golden records, derived from multiple sources, become your trusted data source.

2 Migrating from Internal Systems to Hosted Partners

The decision to migrate from internal systems to hosted partners often involves considerations of cost savings, scalability, and enhanced functionality. Here's how to navigate this transition:

Discovery: Identify what data your hosted partner requires and map it to your internal systems. Ensure data compatibility and define data transfer methods.

Challenges: Data privacy, security, and compliance are paramount. Address data protection concerns and ensure secure data transfer mechanisms.



Vendor Replacement: A Delicate Transition

1 Replacing a Vendor

When transitioning from one vendor to another, especially in a critical system, meticulous planning is essential to avoid disruptions.

Discovery: Understand the scope of the vendor replacement. Identify the data that needs to be transferred and communicate with both the old and new vendors. Identify internal systems that will be affected by the replacement.

Mapping IDs: Create and maintain cross-references for unique identifiers between old and new systems. This ensures continuity in data tracking and reporting.

Updating/Replacing Data Fields: Define the data fields that require updating or replacing. This may involve data transformation and cleansing to align with the new vendor's requirements.

2 Challenges in Vendor Replacement

Data Portability: Ensure that your existing vendor allows for easy data export in a usable format. Lack of data portability can be a significant obstacle.

Data Transformation: Data from the old vendor may not directly fit the format of the new system. Be prepared to handle data transformation and normalization.

User Training: Transitioning to a new vendor often requires training for your team. Plan for a learning curve to maintain operational efficiency.

Downtime: Minimizing downtime during vendor replacement is crucial. Plan for a seamless switchover with contingency measures in place.

Data migration and vendor replacement are complex endeavors, but with careful planning and execution, they can lead to improved efficiency, reduced costs, and better data management. The key is to start with comprehensive discovery, anticipate challenges, and develop a strategic approach to data integration. In a world where data is a valuable asset, mastering these transitions is essential for the success of any organization.



The Importance of Privacy Compliance

Consumer privacy regulations and data protection have become paramount in today's digital landscape. It is essential for companies to recognize the significance of ensuring their data sources are privacy-compliant and to be acutely aware of whether these sources contain sensitive data attributes. Beyond regulatory compliance, respecting consumer privacy is a matter of trust and reputation. Consumers entrust companies with their personal information, and in return, they expect that data to be handled responsibly and securely. Failing to safeguard sensitive data attributes can result in data breaches, loss of customer trust, legal consequences, and severe damage to a company's brand and bottom line. By diligently assessing and managing their data sources, companies not only adhere to legal requirements but also demonstrate their commitment to protecting the privacy and security of their customers, fostering trust in an era where data is both a valuable asset and a potential liability.



Bridging Silos: Creating a Unified Data Ecosystem

Organizations are constantly collecting vast amounts of data from various sources. However, this wealth of data often resides in silos, scattered across departments, systems, and platforms. These data silos can hinder productivity, compromise data security, and create inconsistencies. To harness the true power of data, it's imperative to bridge these silos and create a unified data ecosystem. In this section, we'll explore the importance of persistent IDs and a 360-degree view of customers/prospects as well as the benefits of centralizing data to maximize cost efficiencies, enhance security, and reduce inconsistencies and costs.

Persistent IDs: The Key to a 360-Degree View of Customers

A 360-degree view of customers and prospects is a comprehensive understanding of their interactions, preferences, and behaviors across all touchpoints. To achieve this, you need a reliable way to link data from various sources to individual customers—a task made possible by persistent IDs.

Persistent IDs are unique identifiers assigned to individuals or entities that remain consistent across different systems and databases. They are the linchpin of a unified data ecosystem, allowing organizations to connect the dots and gain a holistic view of their audience. With persistent IDs, you can:

Eliminate Data Redundancy: When data is scattered in multiple places, it's easy to duplicate information unintentionally. Persistent IDs help identify and merge duplicate records, reducing redundancy and ensuring data accuracy.

Enhance Personalization: Armed with a 360-degree view, organizations can personalize their interactions with customers and prospects. You can offer tailored recommendations, provide relevant content, and anticipate needs, improving customer satisfaction and loyalty.

Improve Marketing and Sales Efforts: A unified view enables more effective marketing campaigns and sales strategies. You can target the right audience with precision, resulting in higher conversion rates and better ROI.





Centralizing Data: Maximizing Efficiency and Security

Persistent IDs lay the foundation for a unified data ecosystem, but centralizing data takes this concept to the next level. Centralization involves bringing all your data sources under one roof, which can be a physical data warehouse or a cloud-based solution. Here's why it matters:

Maximizing Cost Efficiencies

Centralization can lead to significant cost savings. With data scattered in silos, you're likely paying for multiple storage solutions, maintenance, and management. Centralizing data streamlines these costs and simplifies your data infrastructure.

Enhancing Security

Data breaches and security vulnerabilities are major concerns. Centralization allows for better control over data access and security protocols. You can implement robust security measures, monitor data more effectively, and respond to threats promptly.

Reducing Inconsistencies and Costs

Data inconsistencies are a common issue when data is spread across silos. Centralization allows you to establish data governance policies, ensuring data quality, consistency, and accuracy. This reduces the risk of errors and costly data discrepancies.

Facilitating Analytics and Insights

A centralized data repository makes it easier to perform advanced analytics and derive actionable insights. Data scientists and analysts can access a comprehensive dataset, uncover patterns, and make data-driven decisions more efficiently.

Bridging data silos and creating a unified data ecosystem is a strategic imperative in today's data-driven business landscape. Persistent IDs are the cornerstone, enabling a 360-degree view of customers and prospects. Building upon this foundation by centralizing data maximizes cost efficiencies, enhances security, reduces inconsistencies, and ultimately lowers costs.

The benefits are clear: a unified data ecosystem empowers organizations to make informed decisions, enhance customer experiences, and drive growth. It's a journey that requires commitment and careful planning, but the rewards are well worth the effort. By breaking down data silos, your organization can truly harness the full potential of its data, gaining a competitive edge in a data-driven world.



Data Management in Action: Augmented Intelligence

What Is Augmented Intelligence?

Augmented intelligence refers to a conceptual framework that emphasizes a collaborative relationship between humans and artificial intelligence (AI). This collaboration is aimed at improving cognitive capabilities such as learning, decision-making, and the creation of novel experiences, with a primary focus on human-centric design.

- **Enhanced Decision-Making:** Augmented intelligence provides access to vast amounts of data and assists humans in making more informed decisions by analyzing and presenting relevant information.
- **Improved Productivity:** By automating repetitive and time-consuming tasks, augmented intelligence frees up human resources to focus on more creative and strategic aspects of their work.
- **Personalization:** Augmented intelligence enables personalized recommendations and experiences in various fields, such as healthcare, e-commerce, and content consumption.
- **Enhanced Learning and Training:** In education and professional training, augmented intelligence can adapt content and provide real-time feedback, making learning more effective and engaging.
- **Advanced Healthcare:** It aids in medical diagnosis, treatment planning, and drug discovery, improving the accuracy and efficiency of healthcare delivery.
- **Better Customer Service:** Augmented intelligence can analyze customer interactions, helping companies provide more tailored and responsive customer support.
- **Increased Safety:** In industries like manufacturing and transportation, augmented intelligence enhances safety through predictive maintenance and accident prevention.
- **Fraud Detection:** It assists in identifying fraudulent activities in finance and cybersecurity by analyzing patterns and anomalies in data.
- **Natural Language Processing:** Augmented intelligence enhances communication through chatbots and voice assistants, making human-computer interaction more intuitive.
- **Innovation and Creativity:** By providing data-driven insights and automating routine tasks, augmented intelligence can stimulate innovation and creativity in various domains.
- **Accessibility:** It makes technology more accessible to individuals with disabilities by offering features like speech recognition, text-to-speech, and adaptive interfaces. **Competitive Advantage:** Organizations that leverage augmented intelligence can gain a competitive edge by making data-driven decisions and optimizing their operations.





Pricing Cheat Sheet

Pricing is an important part of selecting a partner. As you know, different use cases for data are priced differently. However, we have come up with questions we believe are universal enough to apply to any data/intelligence partner you are considering. Ask these questions as soon as you start considering a vendor:

Insert Vendor Name	
	Are different channels priced individually?
	Are there single-year or multiyear terms?
	If multiyear, are there discounts?
	Are use cases priced differently (customer enhancement, analytics, prospecting, etc.)?
	Are updates included in the price?
	How frequent are updates?
	Are they full replacements or incremental?
	Can I use this data outside the platform it was purchased within?

✓ Check off your list items

Glossary: “Deciphering the Puzzle: Beyond Acronyms to Strategic Clarity”

In this section, we recognize the plethora of data acronyms swirling around. We understand the confusion they can bring and assure you that our purpose is to guide you beyond the acronym haze, leading you to a clear understanding.

API

Application programming interface; a set of routines, protocols, and tools for building software and applications

B2B

Business-to-Business

B2C

Business-to-Consumer

CAN-SPAM Act

Legislation that regulates commercial email practices. It outlines specific guidelines for sending commercial messages, grants recipients the authority to opt out from receiving further emails, and imposes significant penalties for noncompliance

CCPA

The California Consumer Privacy Act is a state statute intended to enhance privacy rights and consumer protection.

CDP

Customer data platform

CRM

Customer relationship management

DMP

Data management platform

DSP

Demand-side platform; manages digital ad campaigns.

GDPR

The General Data Protection Regulation is a European Union regulation on Information privacy.

HIPAA

The Health Insurance Portability and Accountability Act; is a federal law that requires the creation of national standards to protect sensitive patient health information from being disclosed.

ISP

Internet service provider

PII

Personally identifiable information; is any information (data) related to an identifiable person.

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