

# Data Activation Service

## Clean Your Data Before Cleaning Your Data?

You read that right. We recommend you use our Data Activation Service to clean and activate your data before you implement Demandbase Data Integrity.



If you've ever hired a cleaning service, you may be familiar with the frantic "clean before the cleaners" exercise. You race around to tidy each room before the cleaning crew arrives. Why, you might ask... as many a teenager has ... do you need to clean up before they clean?

**Good question. It's because the cleaners can't effectively vacuum, dust, and disinfect when there's garbage in the way.**

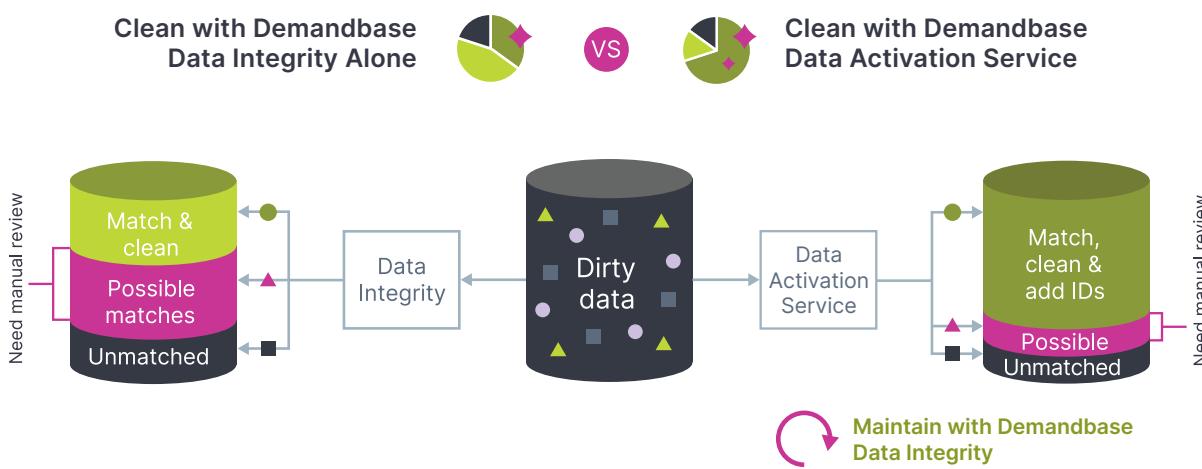
The same is true when it comes to cleaning your data with Demandbase Data Integrity. If there's a lot of garbage in your data — errors, non-standardized formats, stale data, and omissions — Data Integrity won't be able to clean it as well. Because we won't be able to accurately match our clean data to many of your dirty records. The result is that you will likely have to spend a lot of time manually reviewing "possible" matches after your first run of Data Integrity. And who has time for that?

You're in luck. Our professional services team is standing by with a top-notch Data Activation Service. They will clean before the cleaners arrive. How? Our team quickly and expertly analyzes and resolves many of your "possible" matches, significantly increasing the number of "good" matches and reducing the number requiring your review. We go one step better, providing metadata tags and expert guidance to increase ingestion and usefulness. Once matched and cleaned, we assign Demandbase IDs to each account record for automatic matching and refreshing going forward. Then, as new data enters your system, you'll have a manageable number of new records to clean and review. Just like that.



With Demandbase Data Integrity, you'll have a **more manageable number of new records to clean and review.**

**Match and clean more records. Reduce manual reviews.**



## How dirty is your CRM data?

Check out the list below. If the examples on the left look familiar, you have dirty data. Not to worry. Our Data Activation Service will resolve these problems and prepare you and your data to get the most out of Demandbase Data Integrity.

Dirty Input Data	Activated by Demandbase
Zycus Parent Account, Accenture - Brasil OEM	Zycus Inc
Sam guy, kyrconsultingllc@gmail.com	samuelg@kyrconsultingllc.com
City: Suite 101, State: Seattle, Zip: WA, Country: 98124	City: Seattle, State: WA, Zip: 98124, Country: USA
Able Computing, dashpoint.com	Able Computing, dashpoint.com/able-computing
foozmir	Fazmir
ADP Portugal; United States	ADP Portugal ; a subsidiary of ADP LLC
Xactly - Internal - 8/12/19	Xactly Corporation

## Want to see how it's done?

We tap into our deep data knowledge and proprietary tools to hand curate your initial matching and boost match rates. Our professional services analysts:

- Analyze your data to identify potential problems
- Standardize and normalize your data
- Tailor our matching algorithms to increase match rates
- Perform quality assurance checks to increase accuracy
- Assign Demandbase IDs to all matched records for ongoing data maintenance and management with Demandbase Data Integrity

## We tackle contact data too

With people constantly moving and changing jobs, it's difficult to execute your account-based go-to-market programs. We can help by:

- Tracking people to new jobs and locations
- Replacing old contacts with a similar persona
- Validating email addresses

## In a hurry? No problem.

We can activate up to 50,000 records in less than two weeks to get you on your way to healthy data governance with Demandbase Data Integrity.

## Ready to get started?

Speak with your account representative to set up your Data Activation Service today or [contact us](#).

## The Demandbase Advantage

Demandbase is Smarter GTM™ for B2B brands. We help marketing and sales teams spot the juiciest opportunities earlier and progress them faster by injecting Account Intelligence into every step of the buyer journey and orchestrating every action. For more information about Demandbase, visit [www.demandbase.com](http://www.demandbase.com).

