

# Data Management

a business unit brochure



# Data Management

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Information and data about your customers and clients change without prior notice. Even successful businesses find that difficulties arise among sales and marketing teams for this reason. B2Bdatapartners ensures that your data runs through stringent, state-of-the-art and manual procedures that can make it perfect in real time. Management of DATA is all about cleaning, validating, changing and updating the already available data in a manner that will increase its usefulness to the maximum possible extent, for the maximum possible period.

## **Asset-oriented treatment**

We value data very highly when it comes to marketers using it. Whether it is the data we have, or the data you bring, asset-oriented treatment ensures that all data stays maintained and perfected, helping it gain multi-dimensional appreciation in the future.

## **Customized solutions**

We ensure that you get information on your marketing end-points in a way that sits at all the complicated grooves developing over different periods in business. This also ensures that your business stays away from inefficient business development.

## **Data cleansing**

Data cleansing is very important for a marketing list owner who prefers to have no duplicate records, grammatical errors and misspelled words, as they only make large scale development impossible.

## **Data Validation**

We perform data validation procedures through a number of carefully engineered steps, which take care of misplaced records, invalid field values and other anomalies to ensure error-free access in computerized procedures.

**Get the latest contacts,  
Rectify information,  
And make your database  
more manageable**

# Your Data in Our Management System

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Be careful about the information you have on your clients. Sometimes, using them carelessly can land you in legal complications, especially if you are making unsolicited sales calls or campaigning by electronic mail without opt-in permissions.

With progress in digital marketing and the widening options in campaigning, one has to be careful of finding the most efficient route to succeed. Our DATA Management concepts are focused on increasing the usefulness of marketing lists and have them implemented in a successful manner, while you can steer clear of technical problems, whether posed by law, infrastructure or any other factor.

## Your data Management Package Includes:

- Data cleansing
- Data validation
- Data segmentation
- Database customization
- Conversion of your XLS/CSV file system into a business asset

Great potential in Big Data is just one of the most important aspects of the modern market. However, just buying a huge list of marketing prospects and hoping it will deliver equally well after a few months is simply building castles in the air.

Without adequate management of the lists you possess, you could be losing information without doing any 'mistake'. People change addresses, phone numbers, email addresses and the lot, obviously without thinking about your campaign going awry.



# B2Bdatapartners

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B2Bdatapartners is a Growth Enablement Partner for Clients across 83 countries helping extend reach to over 36 million top global executives across the world.

B2Bdatapartners has transformed the way businesses work with cutting-edge data management technology, exhaustive data reach and digital marketing solutions. We pride ourselves on offering customized solutions based on the clients' requirements and business scope.

## Core Capabilities

- ▶ Data Solutions
- ▶ Data Management
- ▶ B2B API
- ▶ Resellers Partnership Program

## Contact Us

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### B2Bdatapartners

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