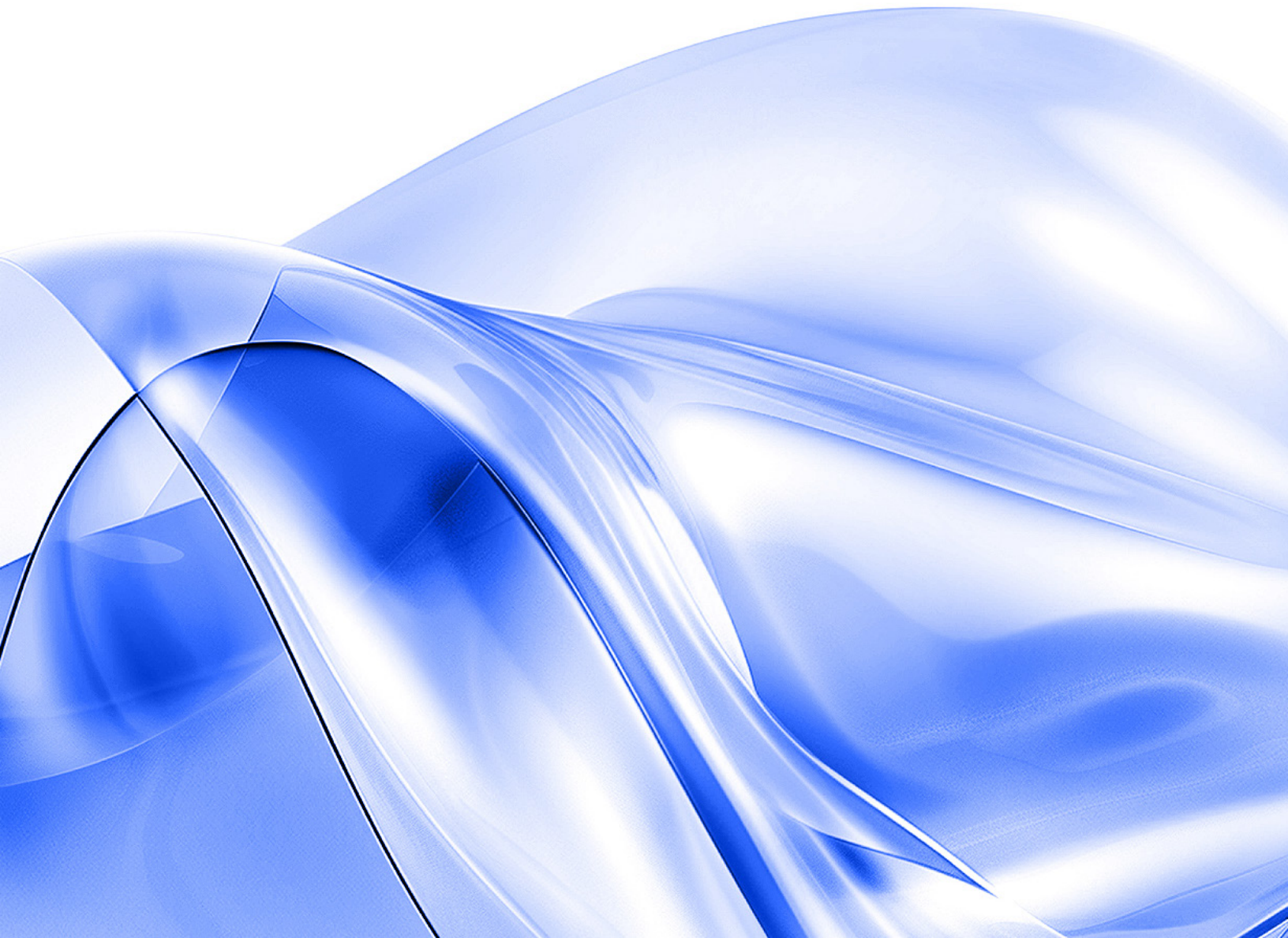




## Overview

Solving the marketing and revenue ops data reliability challenge to drive performance and business value



It's that time in the quarter again. You're scrambling to prepare reports for the next executive or board meeting. You'll spend days cleaning, reconciling, and jockeying the data between spreadsheets. But even then, you don't fully trust the data. And you still have caveats throughout your report that will be the basis for critical business decisions.

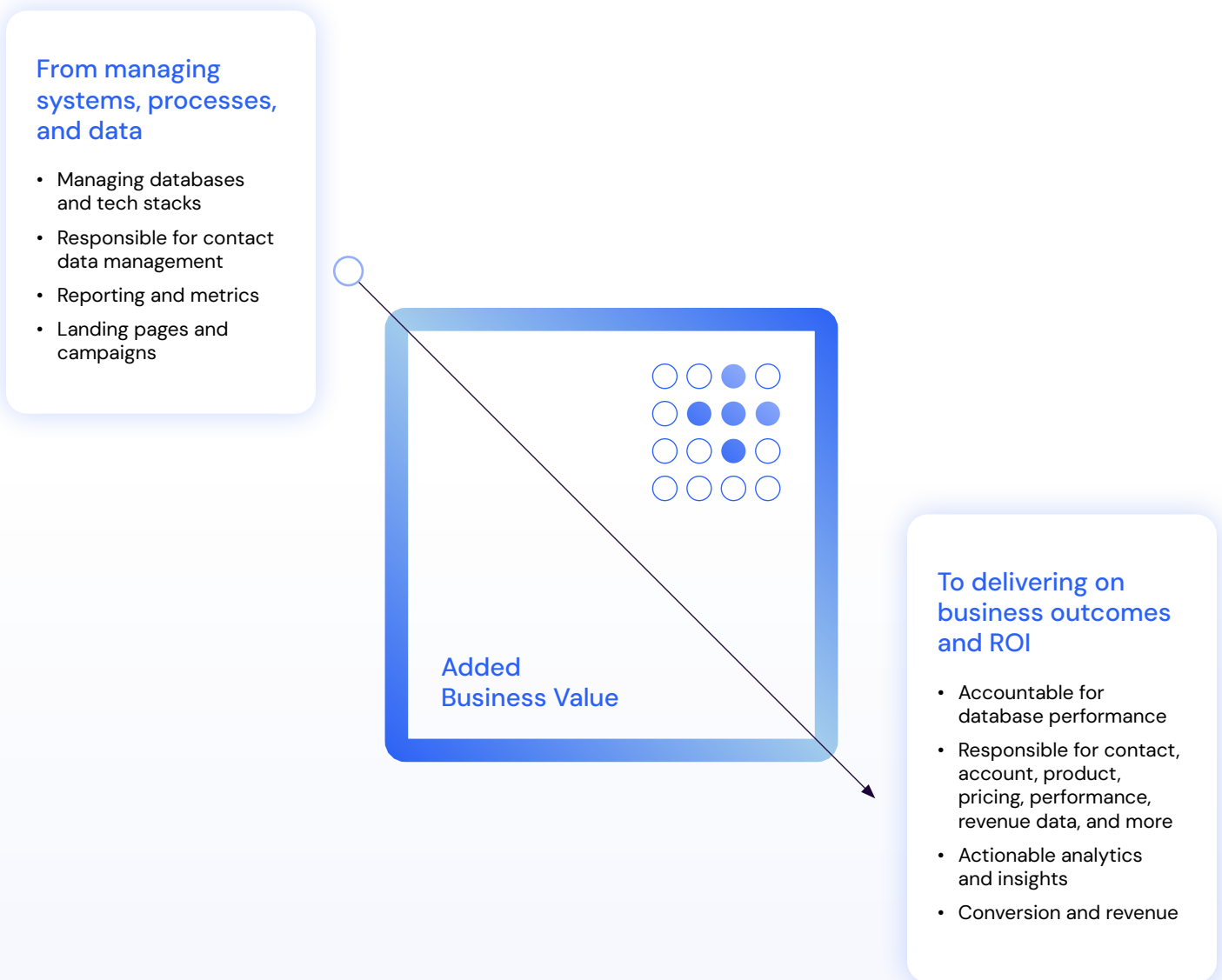
It's an all-too-familiar scenario that ops leaders face regardless of whether you're in marketing or revenue ops. Data is the lifeblood of revenue generation, and analytics is often messy, inconsistent, and incomplete. The problem is made worse by the explosion of marketing, sales, and revenue tools that businesses have adopted to drive go-to-market (GTM) strategies.

In fact, according to research by Scott Brinker, martech tools grew nearly 28% year-over-year from 2011 to 2024, which means the data that runs through them also grew exponentially. With the volume of systems, processes, and teams for you to manage, analyze, and report on, the integrity of data you and your stakeholders rely on for standout customer experiences, accurate reporting, and informed decisions can't be an afterthought.



# The role of marketing and revenue ops have become bigger and more critical to GTM success

CMOs and marketing leaders are more accountable than ever to deliver top-line revenue growth from marketing programs to executives and board members. Operations sits at the center controlling the levers across systems, processes, and teams to deliver on those performance and revenue outcomes, elevating the role and criticality for GTM success.



# Marketing and revenue ops are the heart of GTM teams and strategies

Navigating the modern B2B buying and selling landscape and customer expectations for better, more relevant omnichannel experiences has put marketing and revenue ops at the center of GTM strategies. Data is the difference maker to drive customer and business expectations and experiences for businesses to remain competitive in today's account-based, multi-channel, buying committee-driven, and AI-empowered world.



Trash in, trash out; no matter what shiny piece of martech you get, no matter how talented of marketers you have — if you don't manage your data and keep it clean, every effort you make will suffer.

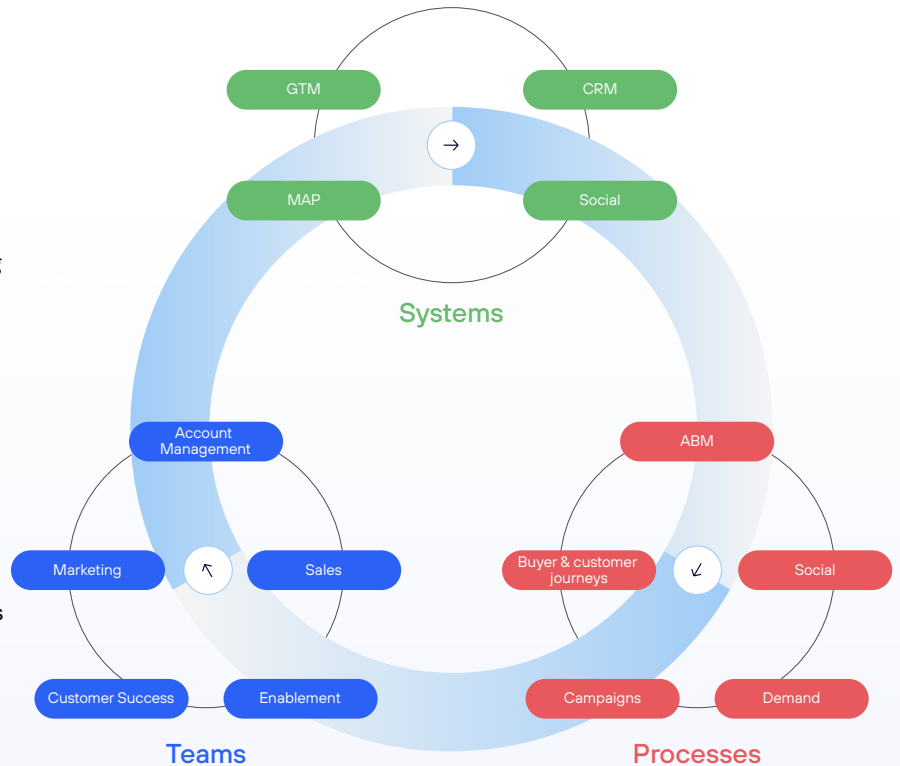
Sara McNamara,  
Marketing Operations Leader

Customers expect accurate and relevant information and experiences based on their roles, needs, and interests, regardless of the channel they choose to engage. Sales, marketing, and customer success must be ready to meet customers and prospects wherever they are on their self-directed journey with consistent and personalized communications that are helpful and deliver value. AI and its potential use cases are the topics of every boardroom and executive-level meeting. And reliable data is the foundation for driving all these strategies.

As marketing or revenue ops, you must connect the systems, processes, and data to execute the campaigns, programs, and sales engagements that predictably deliver revenue targets. Furthermore, your reputation is on the line to deliver reporting and analytics with reliable data to know where to invest budgets and prove the impact of the GTM team.

Historically, alignment across the revenue team has been elusive. Sales, marketing, customer success, and account management each had a separate tech stack, systems, data, and operations team. More organizations are starting to understand the value and importance of integration, elevating the role of operations.

So, whether you're called marketing, sales, or revenue ops, bringing everything together with accurate, high-quality data flowing freely is not an easy task and a non-negotiable for advanced GTM teams to meet customer and revenue expectations.



# Data quality is not a new challenge

As former marketing and revenue ops pros, we understand your reality. Legacy data runs rampant from past contact data enrichment projects with questionable accuracy. First, second, and third-party data sources revenue teams use to identify, engage, and grow customers make it difficult to know which to trust.

Managing, cleaning, enriching, validating, and segmenting data across multiple systems and processes feels neverending and fruitless. But sending a misdirected email with inaccurate customer information can cause meaningful professional and reputational harm. Making a sales call to a prospect with irrelevant information might be the difference between winning and losing an enterprise deal.



The abundance of global, regional, and local compliance and regulations means there are financial and legal implications for getting it wrong.

# The data reliability imperative for marketing and revenue ops

In today's real-time, connected world, you need reliable data to meet your business and customer requirements. Reliable data is governed data that is gathered from a variety of sources, moves freely across systems and applications, and is in the hands of the right stakeholders to make confident decisions and deliver relevant customer experiences.

## What is data reliability?

Data reliability ensures that data is consistently accurate, usable, trustworthy, and portable for various applications so stakeholders and front-line teams can make informed business decisions. Reliable data is required to avoid costly mistakes, project delays, and strategic missteps.

## When data reliability is imperative in the revenue creation framework.

According to 6sense, ops plays a critical role in the performance drivers they've identified after working with high-performing companies across every stage of the revenue creation process. Data reliability is imperative and a difference-maker across many of these factors for success.

## The revenue creation framework for ops.

<b>Understand Your Market</b>	● Target Market & ICP	● Persona/ Buying Team	● Intent & Buying Signals	● In Market Buyer Identification	● Competitive / Market Insight	Ecosystem	Reliable marketing, revenue, product, finance, and other data for a holistic, accurate view of your market
<b>Define Revenue Strategy</b>	● GTM Model(s)	● Segmentation	● Pipeline Plan/ Model	● Territory Design	● Budget Planning & Org Design	● RevTech Stack	Always-on reliable data to drive models, automation, segmentation, and campaign planning
<b>Create Demand</b>	Build Brand, Market & Category Leadership	● Campaign Tiering & Planning	Reach Your Audience	● Engage Your Audience	● Qualify Accounts & Leads	● Optimize Inbound	Reliable data drives targeted and relevant communications across buying committees, channels, and programs
<b>Capture Demand</b>	Revenue Plays & SLAs	● Prioritization	● Routing / Assignment	● Outbound Prospecting	● Multi-Threading	● Activity Tracking & Inspection	Reliable performance data to drive campaign and investment optimizations
<b>Manage Opportunities</b>	● Sales Process	Sales Content & Enablement	● Buying Team Engagement	● Forecasting & Deal Inspection	● Accelerate Deal Cycles	Quoting & Contracting	Reliable data accelerates relevant sales conversations, marketing campaigns, and deal forecasting
<b>Grow Customers</b>	● Onboarding / Adoption / Usage	Stakeholder Engagement	Customer Community	● Competitive Risk	● Cross-Sell	Advocacy	Reliable data identifies customer needs and opportunities to delight, renewal, and cross-sell/upsell


● = Where data reliability plays a key role

# Data reliability is an always-on requirement

Organizations often consider data quality as a one-time task to be thrown away or forgotten at the end of a system onboarding or migration project. Or done to deliver accurate reporting for a critical executive meeting or annual planning session and not maintained afterward. However, data reliability is an always-on requirement to drive impact and business outcomes. Data is constantly being generated and used by GTM teams and stakeholders.

When new data enters your systems, it must undergo the same cleansing process to ensure reliability for informed decision-making and delivery on GTM programs. Unfortunately, most ops teams don't have the time, tools, or resources to maintain always-on data reliability across their systems and applications to support business and customer requirements.

That's where the Datagence business data reliability solution can help navigate the intricacies and ongoing requirements into your ops framework and processes to maximize the value of your GTM investments. And we save you countless hours of frustration from reconciling data while giving you the peace of mind that you have a trusted, expert team looking after you and your data.

A close-up photograph of a woman with dark hair, wearing black-rimmed glasses and a black top. She is looking down and to the right, presumably at a laptop screen, with a slight smile. The background is a blurred office environment.

Data reliability is an always-on requirement, not a one-time task to be thrown away and forgotten at the end of a system or cloud migration.

# The Datagence Business Data Reliability solution for marketing and revenue ops

Datagence is a full-service and end-to-end solution using AI, advanced technology, and expertise to ensure your data is business-ready anytime, anywhere, and accessible to every authorized member of your organization.

Founded by data quality experts and specialists tired of seeing companies struggle with generating value from business and technology innovation because of unreliable data, Datagence believes reliable data is achievable for every organization.

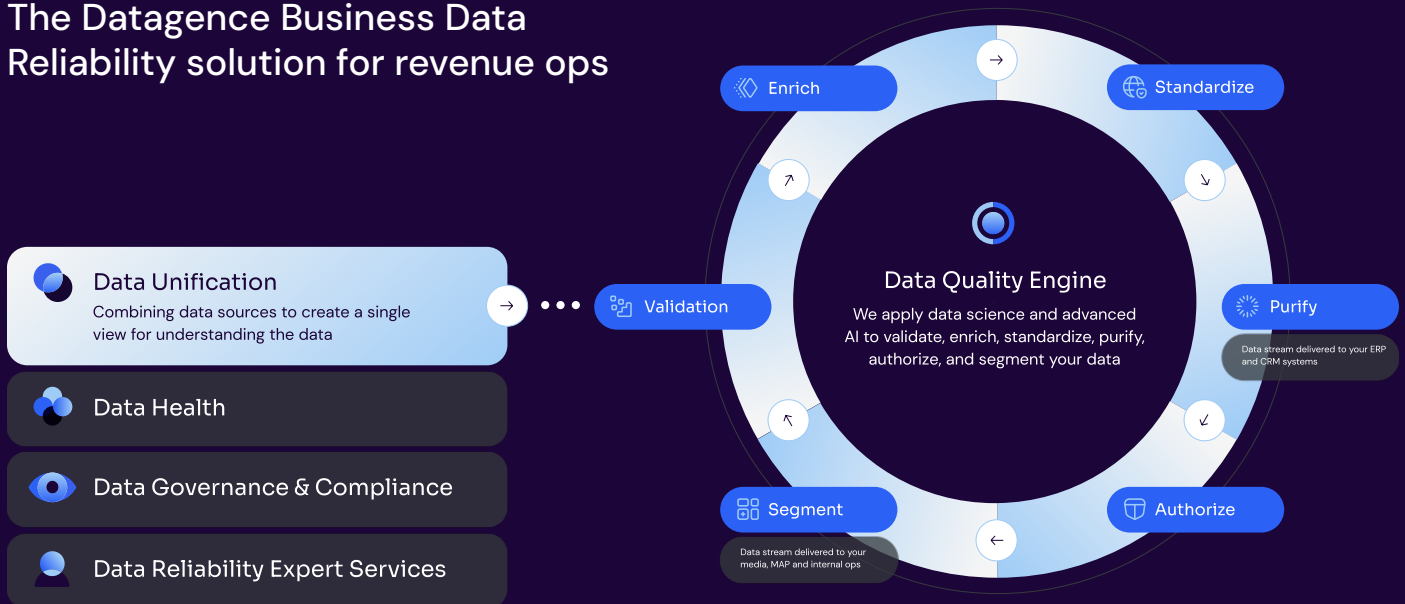
The DataGence Business Data Reliability solution for revenue ops empowers you to achieve your immediate needs and long-term objectives.

### The solution includes:

- A data health assessment to understand the current state of your systems and processes
- Unification to wrangle siloed and disconnected data from your multiple systems
- An advanced data quality engine to execute your requirements and deliver a reliable data stream back into your systems of record, marketing automation, media, or internal operations.
- A proprietary global identity graph to validate your contact, account, and device data to ensure accuracy and reliability

Every engagement includes a team of experts that can scale up or down to meet your needs and built-in compliance, governance, and standards to streamline the process and ensure adherence.

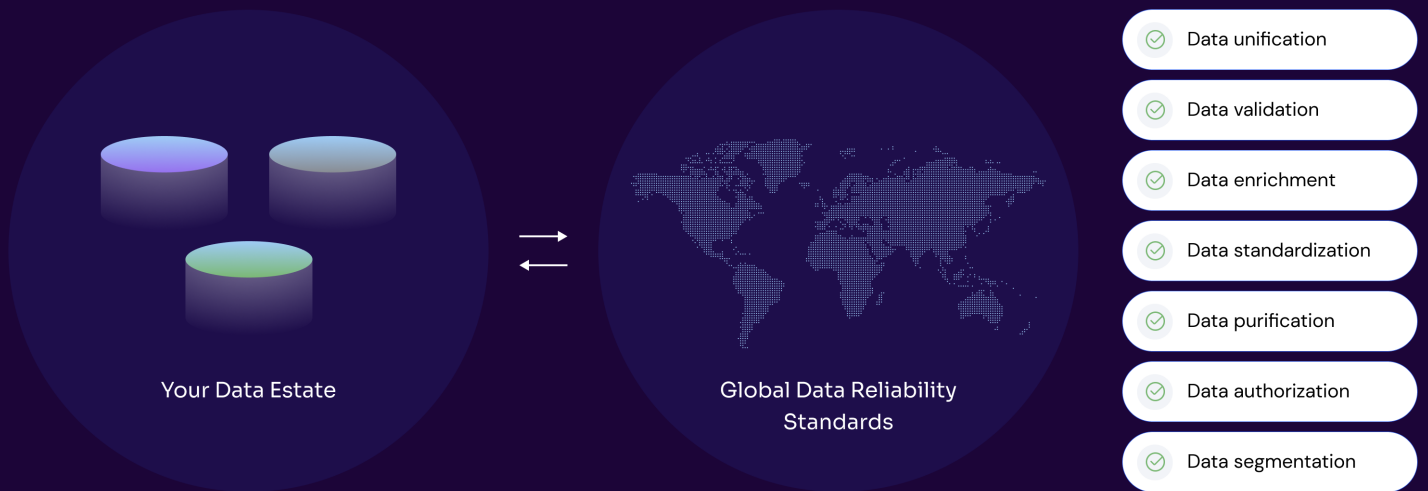
## The Datagence Business Data Reliability solution for revenue ops



 Data Health

## The data health snapshot or ongoing assessment measures the integrity of your business-ready data.

Datagence offers a data health snapshot with every engagement and ongoing assessment of your systems and processes to understand and maintain data integrity. With legacy systems, tools, and data, the health snapshot gives you a view of the current state of your data. It identifies opportunities and potential risks to your GTM initiatives and business-critical reports. As an ongoing assessment, it indicates the reliability and integrity of your data for revenue operations, GTM, and decision-making.



Data Unification

## Data unification wrangles siloed data, uncovers eye-opening insights, and ensures smooth operations.

Data unification is a critical step for getting a holistic view of your siloed data and systems. Datagence has over 800 built-in APIs and connectors that wrangle and consolidate your disparate account and contact data sources. The data is cleansed, normalized, and deduplicated into a master dataset, so you can confidently make decisions and apply the data to your sales, marketing, and customer success campaigns and programs.



## Data Quality Engine

### The data quality engine delivers accurate, portable, and reliable business-ready data for your revenue team.

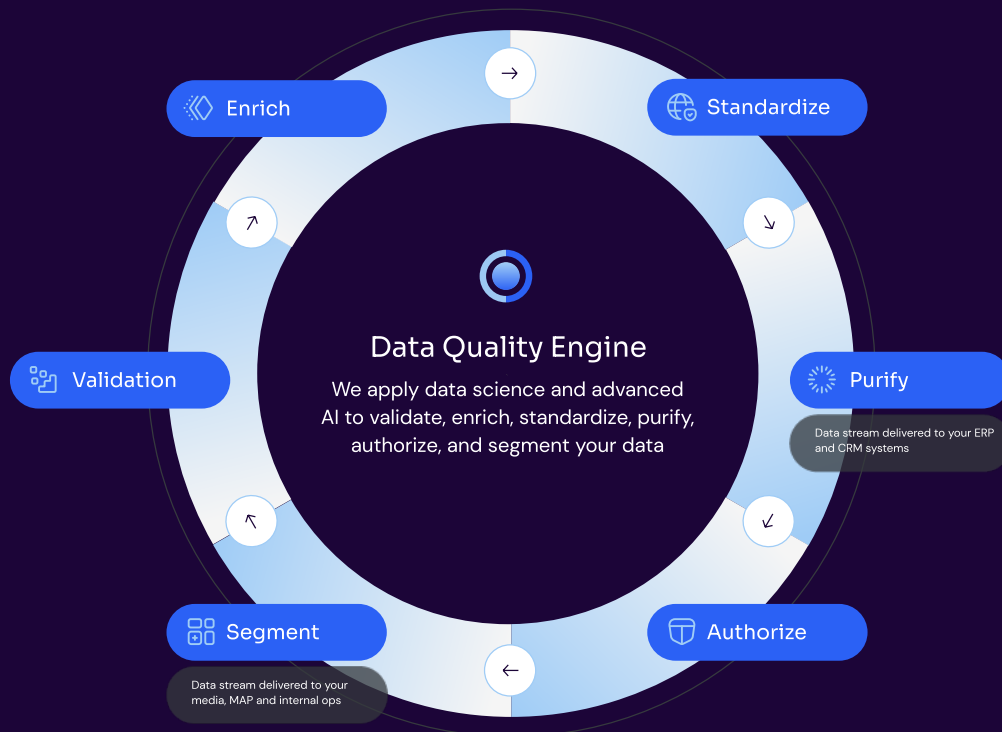
At the core of the Datagence solution is the data quality engine. It executes your data reliability requirements as a one-time or always-on service with a proven process and set of applications using AI and cutting-edge technology, ensuring you never worry about unreliable data again.

Automatically receive a reliable, automated data stream to your core systems and business processes, including your CRM, marketing automation, media systems, and internal operations platforms that adhere to your established data standards and requirements for revenue programs.

#### How the Data Quality Engine works

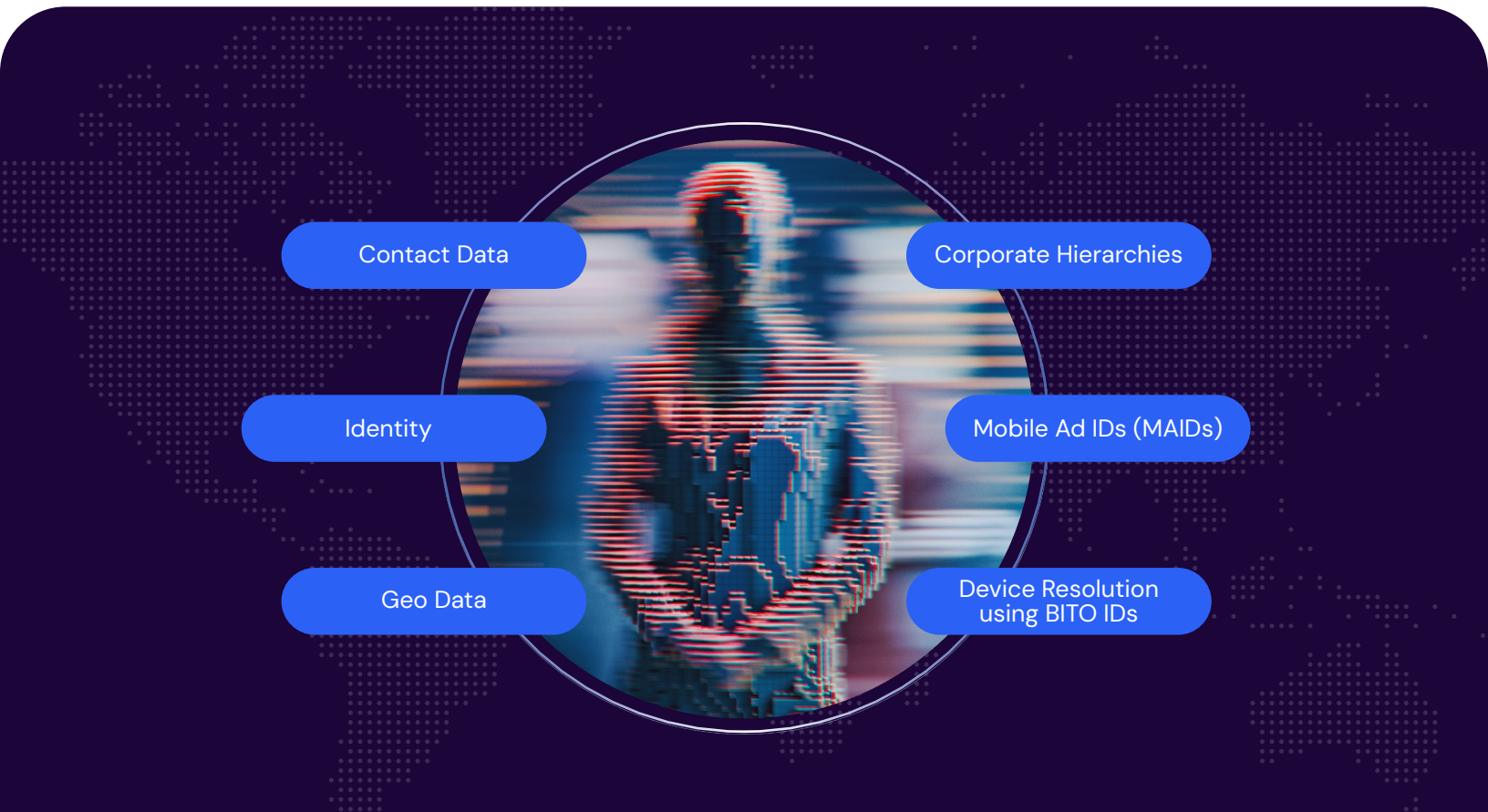
The Datagence data quality engine applies one or all of the following to support specific business technology projects or as an always-on process:

- Validate every record and verify against our global identity graph for accuracy and authenticity
- Enrich validated records from multiple sources with missing or additional fields while adhering to pre-set rules
- Standardize data against global ISO 8000 specifications, ANSI, or any custom standard set by your organization
- Purify the data to remove errors, duplicates, and inconsistencies, and deliver data back into your systems according to any custom rules
- Authorize user consent and maintain compliance with global regulatory or organizational standards for who, what, when, and where data can be accessed
- Segment the data to support your downstream sales, marketing, and customer success systems for precise targeting and relevant communications that drive business outcomes



## A proprietary global identity graph standardizes your data.

The Datagence proprietary global data identity graph standardizes your data sets against key attributes and identifiers, including contact, geo, business, mobile IDs, device IDs, and more. We continue to aggregate additional data sets and refine the validity of our proprietary global identity graph.



## Data reliability experts are by your side and accountable for your success.


Consider us as part of your team. Whether you have an entire revenue team, or just you, Datagence is accountable for your results and success. Expert guidance and accountability by former marketing and sales operations pros are included in all engagements and can scale up or down based on your business needs and resources.

Your Datagence team includes a dedicated customer success manager and access to a solutions architect, integration engineer, business analyst, and pipeline engineer committed to helping with your data reliability initiative.

## Safeguarding your data and your trust is our top priority.

When you entrust your data with us, we take that seriously. That's why we're committed to always going the extra mile to learn your systems, processes, governance frameworks, and business use cases before, during, and after your project, ensuring our understanding so nothing is missed. And we work every day to continue improving and earning your trust.

Foundational to the solution is a data governance and compliance framework with built-in standards according to industry best practices and global organizations, including ISO 8000, established by ECCMA and the American National Standards Institute (ANSI). These standards mitigate any financial, legal, professional, or reputational harm resulting from poor data quality and ensure you have a reliable data set that moves freely across your core systems, processes, and by authorized users.



Expert guidance and accountability by former marketing and sales operations pros are included in all engagements and can scale up or down based on your business needs and resources.



Datagence's mission and focus is on your business data reliability and success. We recognize that data reliability is not a one-and-done event, and achieving data quality requires more than just software and technology. You need a shift in process and mindset. Many organizations and their leaders struggle to navigate the change management necessary to retain the integrity of their data and make it actionable for business.

That's why, alongside our process and technology, we have a team of trusted data experts who understand what it takes to execute data initiatives successfully. Our team has decades of expertise leading data, technology, and business transformations, and we partner directly with you or alongside your partner firms every step of the way. Not only do we help organizations achieve data reliability, but we're also participating in setting the data quality standards as members of the United States Technical Advisory Group for Risk Management ( US TAG).

Together, we solve your data reliability challenges so you have actionable, trusted data you can be confident will deliver the results you need for your business to thrive.

For more information, visit:

[DATAGENCE.IO](https://datagence.io)