

6 BENEFITS OF B2B UNIFIED DATA

Imagine having a 360-degree customer view throughout your organization. Surely, your marketers, customer service reps, and salespeople would all love it.

But if you're not convinced, then take a look at the benefits of data unification:



1.

DELIVER BETTER CUSTOMER EXPERIENCES.

Critical data about your customers is living within multiple platforms. Release the data so your sales and customer service reps can have the holistic view needed to deliver better interactions.



2.

REDUCE COSTS.

Marketing isn't cheap, so why continue wasting money on campaigns that are using bad data? A Forrester study shows marketers are using 21 cents for every dollar spent because of bad data. With data unification platforms, you can ensure your customer information is accurate.



3.

IMPROVE DATA QUALITY (WITHOUT WASTING MAN-HOURS).

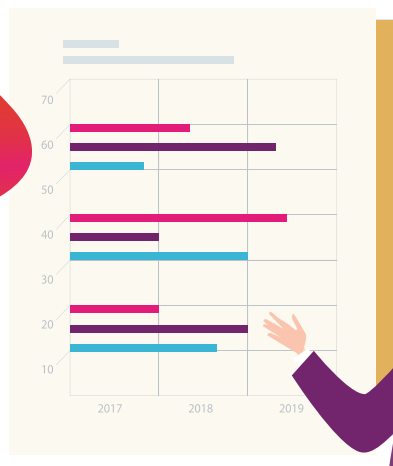
Using people to update and correct customer data is time-consuming and expensive. Plus, it can lead to human error. Eliminate these issues with a customer data platform that cleans data for you.



4.

MAKE ATTRIBUTION REPORTING SIMPLER.

Attribution can be complicated to report when you have to ask other departments for large datasets to see a customer's interaction history. Data unification nips this in the bud, allowing everyone to whom you grant access to have essential information.



5.

BRING UNITY TO YOUR ORGANIZATION.

Working in siloes puts your sales and marketing teams in disarray. By working together, you can focus on generating and converting leads and then tying in customer services to ensure healthy retention rates.



6.

ACCESS DATA ON A SINGLE PLATFORM (FROM ANYWHERE).

When you adopt the right customer data platform, you're gaining access to data and insights you need whenever you need it. And it can be activated with native apps or APIs in any system or channel.



Data unification is a business imperative. Fortunately, there's something you can do about it today.

[Watch the webinar: CDP: Is it Really Your Single Source of Truth for Sales and Marketing today to learn more.](#)