Data can be a gift and a curse. Many B2B companies today can attest to this, especially if they’re dealing with siloed data and disconnected experiences.

CHALLENGE 1: DATA SILOS
With data unification, you can ensure information and insights are readily accessible to the teams that need it. With marketing having access to sales data, they can create better campaigns that nurture leads for the sales team.

OPPORTUNITY 1: A STREAMLINED WORKPLACE
With data unification, you can ensure information and insights are readily accessible to the teams that need it. With marketing having access to sales data, they can create better campaigns that nurture leads for the sales team.

CHALLENGE 2: INACCURATE AND OUTDATED DATA
Storing large amounts of data always leads to the same issues: duplicate, missing, and stale information. This can disrupt your marketing and sales processes and outreach initiatives.

OPPORTUNITY 2: AUTOMATE DATA CLEANSING
It takes a lot of manpower to regularly check data for accuracy. With a customer data platform, you can automate data cleansing, which consists of identifying duplicates, updating, and filling in missing information.

CHALLENGE 3: KEEPING UP WITH TECHNOLOGY
Technology is consistently evolving, giving businesses that keep up the means to implement advanced strategies. However, it’s not simple to keep up with technology changes when you have outdated software.

OPPORTUNITY 3: ALWAYS HAVE THE LATEST TOOLS
With a customer data platform, you never need to worry about outdated technology. You can integrate all of your current software and any new tools that come in the future. Everything’s in the cloud, with connections to most any channel that might come along!

CHALLENGE 4: CATERING TO IT AND THE END-USER
Most technologies require the expertise of IT to program and develop models for data. The end-user has to rely on IT to operate the tool.

OPPORTUNITY 4: CREATE A SYSTEM BUILT FOR EXPERTS AND END-USERS
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OPPORTUNITY 5: CREATE A SYSTEM BUILT FOR EXPERTS AND END-USERS
Most technologies require the expertise of IT to program and develop models for data. The end-user has to rely on IT to operate the tool.

IS IT TIME TO UNIFY YOUR DATA? (YES!)
Upgrading your business systems with a customer data platform is the best move you can make to manage your most critical asset: data. Leadspace offers data management solutions that allow you to organize, share, and clean data (and even build data models and predictions).

LET’S TAKE A LOOK AT THE CHALLENGES AND OPPORTUNITIES PRESENTED WHEN YOU UNIFY DATA.