Leadspace

Is your data fragmented?

Fragmented data is an issue found in businesses across all industries. In fact, it may very well be something your organization is battling with right now.

If you have multiple siloed platforms storing data about your customers, but lack transparency across departments, then this is likely the case. And it's the reason why you need to unify your data.

Fortunately, there are technologies and solutions available to make data unification achievable.

leadspace

What is unified data?

Unified data is the process of merging together fragmented data from multiple sources and integrating it into a single database.

This offers a centralized view of companywide data for various departments to share.

Why is data unification important?

leadspace

It's common for businesses to silo data into separate databases throughout the organization.

For example, you may have your salespeople using Salesforce, your marketers using Marketo, and your customer service reps using an internal on-premise database.

This creates blind spots within each of these departments because they're missing key data points that can help them perform their jobs better.

Your salespeople need to know what content their leads have been consuming to better cater to their needs.

Your marketing teams need to see FAQs and problems leads and accounts run into to better tailor their content.

Your customer service team needs a better understanding of an account's purchase history, past interactions with the company - all to ensure the best customer experiences

Data unification takes data from multiple sources, creating a virtual and centralized hub. Those granted access can then use it to submit queries and access data whenever they need it.

What Are the Benefits of Data Unification?

leadspace

There are several reasons why your company needs data unification:

- Build data governance based on roles, KPIs, goals, and strategies unique to your organization.

- Plan, align, deploy, and communicate a high-impact data governance framework and roadmap.

- Harmonize your data management and usage to drive better results.

- Gain insights and analyze trends based on data from across your organization.

- Coordinate department initiatives toward a single goal (revenue growth, customer retention, etc.).

- Eliminate redundancies and inconsistencies in data.

- Empower your sales, marketing, and customer service teams to achieve better results.

- Take your ABM campaigns to the next level with scoring, modeling, and predictive analytics.

leadspace

How Do You Unify Your Company's Data?

The best solution today is a customer data platform. Not only will this gather and unify data from across sources - but it will also manage the quality of your data.

A CDP will flag duplicates, update inconsistencies, and add data that's missing using 2nd and 3rd party sources.

With Leadspace's CDP, you'll also have access to AI-powered insights and reports. It's one thing to unify your data, but being able to understand what it all means and the best way to act based on the data is golden.

This allows you to innovate, so you can gain a competitive edge.

Want to learn more?

Then Download the Ultimate Guide to Driving Revenue with a B2B Customer Data Platform today!