



Marketing data cleaning module

SERVICE OUTLINE

Mapping of all incoming data flows (inc. website forms, lead forms, offline etc.)

Marketing database schema setup or review (data fields, types, formatting etc.)

Correction of all lead forms' input data fields, types, and formatting (per schema)

User input autocorrection in all lead sources: formatting and spelling correction of e-mail, name, telephone number, company name, and address

Instant data validation of user input in all website and app forms

Marketing database cleaning. Data deduplication. Conflict resolution. Incomplete data fillings

Legally compliant user consent checkboxes in forms (GDPR for EU customers). Integrating online forms with CRM.

We begin by mapping all incoming data flows (sources of lead data, e.g. lead forms). We correct form input field types. We implement automated data autocorrection and validation tools that turn faulty user inputs into well-formatted and clean data or inform users to enter the data in a proper way. We clean the marketing database and implement consent checks. Finally, we integrate all forms with your CRM.

	ESSENTIAL 2 MONTHS	COMPLETE 3 MONTHS
Mapping of all incoming data flows (inc. website forms, lead forms, offline etc.)	✓	✓
Marketing database schema setup or review (data fields, types, formatting etc.)	✓	✓
Correction of all lead forms' input data fields, types, and formatting (per schema)	✓	✓
User input autocorrection in all lead sources: formatting and spelling correction of e-mail, name, telephone number, company name, and address	✓	✓
Instant data validation of user input in all website and app forms	✗	✓
Marketing database cleaning. Data deduplication. Conflict resolution. Incomplete data fillings	✓	✓
Legally compliant user consent checkboxes in forms (GDPR for EU customers). Integrating online forms with CRM.	✗	✓