



## GET YOUR DATA IN SHAPE

THE POWER OF GOOD DATA

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Stamats

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Director, Audience &  
Databases



# STAMATS

Comprehensive digital, brand, market research and creative company



BUILDINGS

THORBURN



- Data and Research
- Brand Strategy
- Websites
- Brand Creative
- Digital Strategy
- Social Media
- Content Marketing
- Demand Generation
- Audience Management
- Planning and Paid Media

# UPCOMING WEBINAR

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## The Brand Experience II

March 24, 2021 at 12:30 p.m. CT

Register at [www.stamats.com/webinars](http://www.stamats.com/webinars)

# ABOUT THE PRESENTER

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**Adam Knatz**

Director, Audience & Databases

[adam.knatz@stamats.com](mailto:adam.knatz@stamats.com)

## **Experience**

2+ years in Audience Management

5+ years in Database Administration & IT Infrastructure

## **Responsibilities**

Manage audiences for multiple brands and clients

Develop strategies for audience engagement

Support database infrastructure of audience management system

## **Interests & Hobbies**

Database design and development

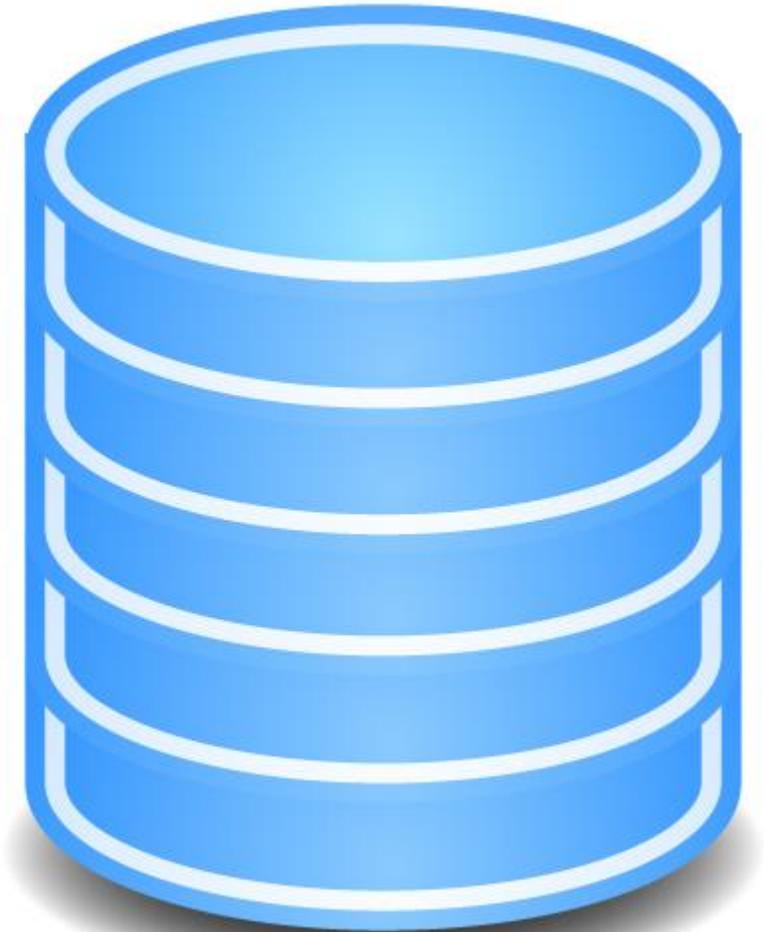
Computer (system) design

Fishing & Cooking new cuisines

# WEBINAR OVERVIEW

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Data is a part of nearly every facet of our lives. Ensuring your data is clean, unduplicated and secure is essential to understanding what your data is telling you. Knowing how clean data can be used to understand trends and maximize profit is very important in today's marketplace.



# DATA

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- Plural of datum
- Multiple pieces of information



# WHAT IS 'GOOD' DATA?

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- Data that is up-to-date
- Data that helps you engage with your audience
- Data that generates revenue
- Data that lets you see connections
- Data that tells a story



# WHAT IS 'BAD' DATA?

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- Data that is incorrect
- Data that is out of date
- Data that your company does not use
- Data that your company *should* not use

# QUICK POLL

HOW GOOD IS YOUR DATA?

A

Perfect!

B

Good but a little  
rough around the  
edges

C

There is room for  
improvement

D

An unmitigated  
disaster

# QUICK POLL

HOW GOOD IS YOUR DATA?

A constant work in progress!



# A WORK IN PROGRESS

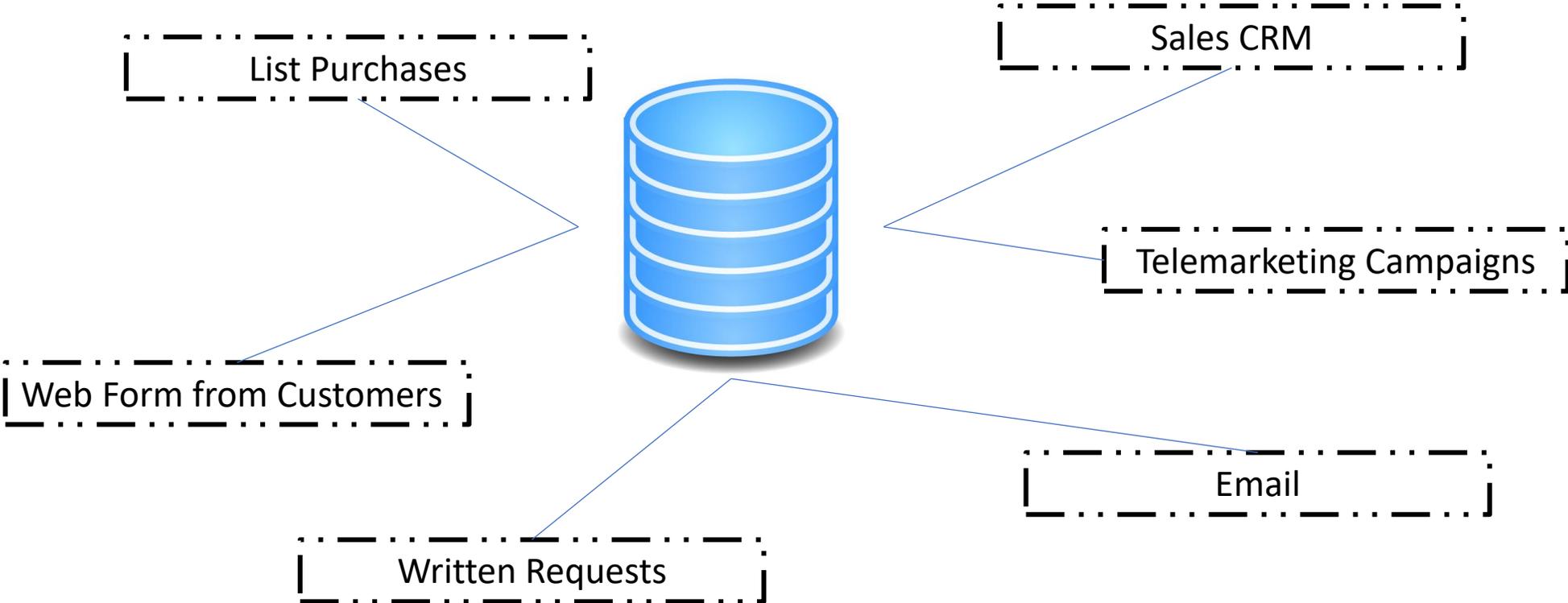
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Keeping your data in good shape is a process that never stops running!



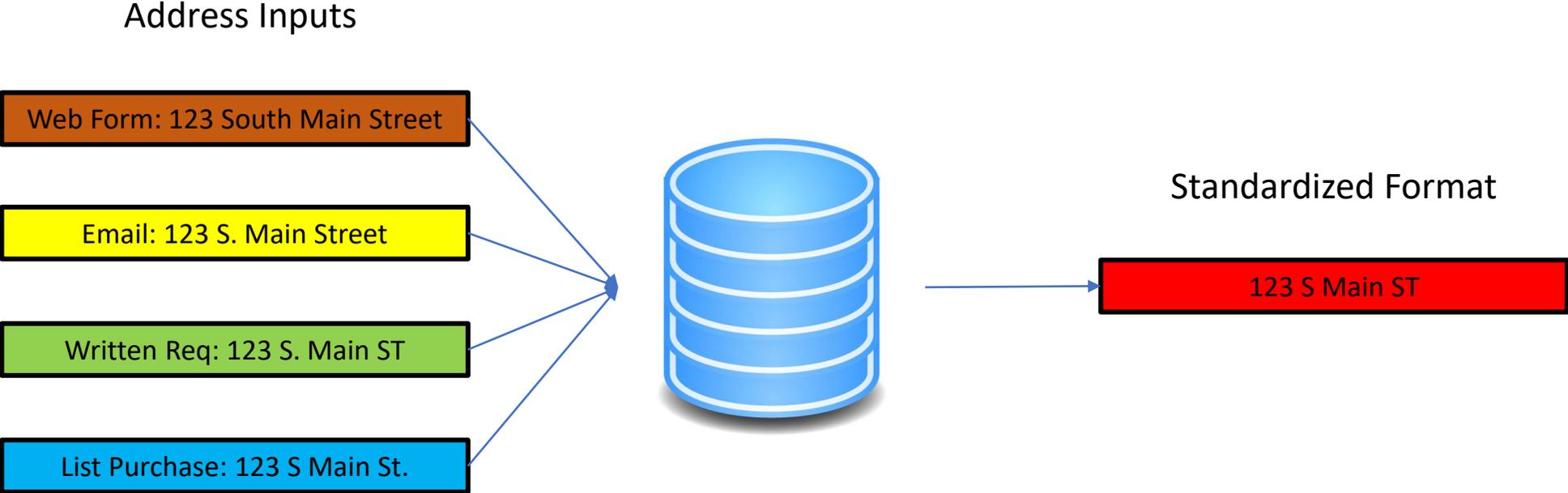
# PROCESS MATTERS!

Where is your data coming from?



# PROCESS MATTERS!

Establish Data Standardization Rules



# ASK YOURSELF....

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Audit your data and see what you actually have

How are you *currently* using your data?

How are you *want* to use data?



How 'fresh' is your data?

How long do you need/want to keep your data?

How many resources can I commit to maintaining my data?

# DATA STORAGE

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On-Prem Datacenters



Cloud Storage Solutions



While storage has gotten *cheaper* over the years it is still not **free!**

# QUICK POLL

How long do you to hold onto your data?

A

1 – 3 Years

B

4 – 6 Years

C

7 – 9 Years

D

10+ Years

Data retention is largely dependent on your industry. However, once you set a data retention policy you need to stick with it!

# ELIMINATE DUPLICATION

Duplicate Data wastes time, storage, and money



**DUPLICATE**

Having multiple records for the same person in your database wastes time, storage, and money.

# ELIMINATE DUPLICATION

How do you manage duplication within a database?



**DUPLICATE**

- Starts with data standardization (one of the earlier best practices!)
- Establish duplication checks when data is brought into the system
- Run duplication checks on a nightly/weekly/monthly basis
- Have automated processes to handle suspected duplicate records
- Utilize your team to resolve issues that cannot be handled by the automated process

# ELIMINATE DUPLICATION

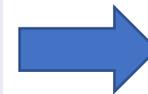
Combining Records and Eliminating Duplicates

New Record

| Field       | Value                               |
|-------------|-------------------------------------|
| Name        | Sally Brown                         |
| Job Title   | VP Sales                            |
| Company     | Widget Co                           |
| Address     | 123 Main ST, Cedar Rapids, IA 52401 |
| Alt Address |                                     |
| Phone       | 800-344-3349                        |
| Email       | sallyb@widget.com                   |
| Alt Email   |                                     |

Existing Record

| Field       | Value                              |
|-------------|------------------------------------|
| Name        | Sally Brown                        |
| Job Title   | Vice President of Sales            |
| Company     | Widget Co                          |
| Address     | Po Box 455, Cedar Rapids, IA 52401 |
| Alt Address |                                    |
| Phone       |                                    |
| Email       |                                    |
| Alt Email   |                                    |



Combined Record

| Field       | Value                               |
|-------------|-------------------------------------|
| Name        | Sally Brown                         |
| Job Title   | Vice President of Sales             |
| Company     | Widget Co                           |
| Address     | 123 Main ST, Cedar Rapids, IA 52401 |
| Alt Address | Po Box 455, Cedar Rapids, IA 52401  |
| Phone       | 800-344-3349                        |
| Email       | sallyb@widget.com                   |
| Alt Email   |                                     |

# KEEP YOUR DATA CLEAN!

Cleanse your data on a regular basis!

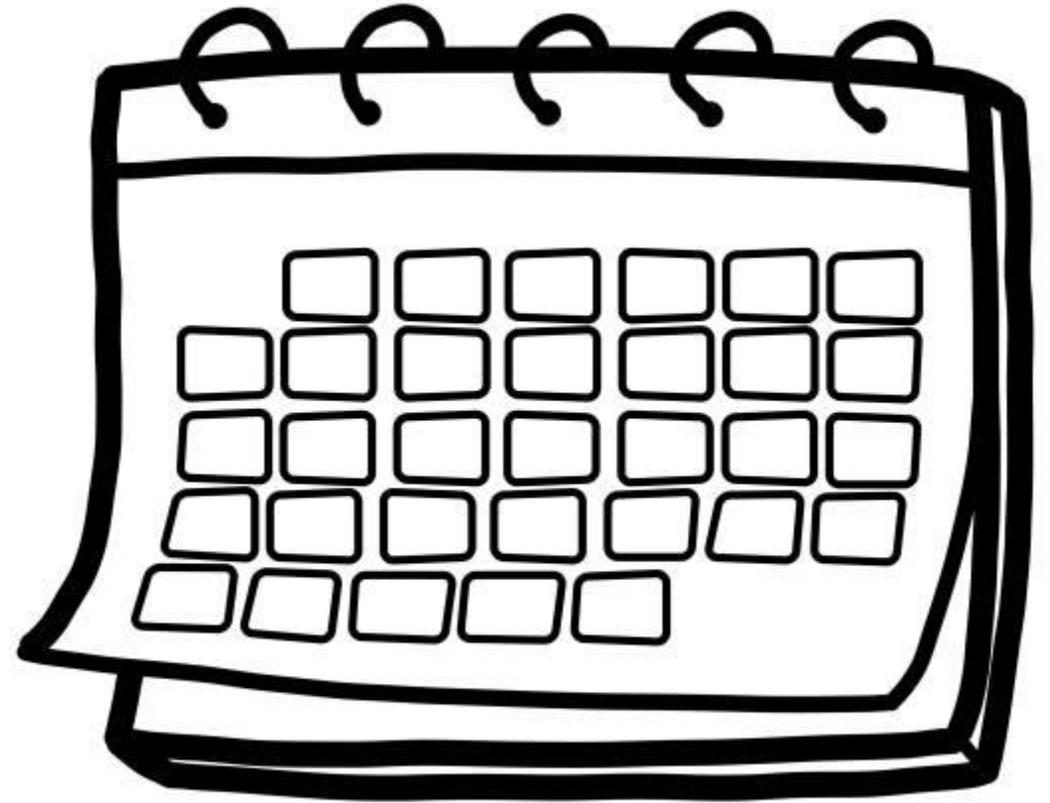
- Leverage automation to keep your data clean
- Find missing data... and work to append it
- Bring data from other databases together
- Use email validation services to improve deliverability



# KEEP YOUR DATA CLEAN!

How often do you cleanse?

- Depends entirely on the data type
  - Address Standardization - Nightly
  - Missing Information – Monthly
  - Email Deliverability – Monthly
- Depends on your needs
  - Execute processes as you see fit (before a big campaign send)



# QUICK POLL

How often do you cleanse your data?

A

Daily

B

Weekly

C

Monthly

D

Yearly

No wrong answers here!

# KNOW HOW YOUR DATA FLOWS

Where does it come from and where does your data go?



# QUICK POLL

Do you know how your team uses your data?

A

Yes!

B

Yes... mostly

C

A vague idea

D

No

No wrong answers here...mostly....

# OVERALL BEST PRACTICES

Get (and keep) your data in great shape!

Establish and review data standardization rules

Conduct an Audit and know what data you have

Check for (and remove) duplication from your dataset

Cleanse your data on a regular basis and append as necessary

Know how your data flows – where it comes from and where it goes

Let your data tell a story

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Questions?



**THANK YOU FOR ATTENDING!**