

# Data quality

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Maintain data quality at every step of your marketing funnel



Dirty data has its own way of quietly infiltrating your organization, causing frustration, inefficiency, and a lack of confidence in the company's systems. It can affect every department and stakeholder until the problem is addressed and brought to the forefront of the organization's consciousness.

Automated processes are one of the primary reasons for marketing investment, both time and money, into their implementation, administration and improvement. However, many end up completely useless when they come into contact with unreliable data. Therefore, you need to manage your data with the same attention that you manage your marketing strategies.

Data quality is an essential part of any data handling task. Whether you're collecting information, analyzing data, reporting or making decisions, you need accurate data from the start, or otherwise your results won't definitely be accurate either. That's why it's necessary to verify and validate data before it is used.



Data Quality is a technological solution that connects to main platforms (FB Analytics, Google Analytics, Campaign Manager, Google Ads...) to analyse company's KPIs.

Data Quality allows companies to compare data across platforms in real time by deploying its own pixels (a fragment of code that allows to gather valuable information about a website visitors and the actions they took) through your website and digital platforms, detecting and reporting discrepancies in a customizable dashboard.

On top of that, Data Quality can generate and send alerts in real time based on the company's strategies and critical events warranting problem solving.



Maintaining the quality of your data is paramount to any marketing department. Data Quality creates a real time data validation flow, ensuring quick response to address anomalies minimizing business impact and right decision making for best results.

## TECHNOLOGICAL PARTNERSHIPS THAT ALLOW GAUSS TO IMPROVE YOUR RESULTS