

Increase Confidence In Your Data

Data Quality Quick Start

A data quality audit helps build trust in data so that you can avoid making decisions based on bad analytics and marketing data. You'll get objective and expert help to clearly understand the state of martech data quality in your organization.

Recommendations are provided on how to fix and how to maintain data quality. Our team of experts are ready to audit your data quality across many popular martech platforms.

Benefits



Increase adoption of your analytics & marketing technology



Understand how to maintain data quality over time through process and automation



Build trust in your data



Increase your competitive advantage



Begin collecting the right data that enables taking action



Understand marketing performance with confidence to make smarter investments



Justify the investments required in maintaining your martech platforms



Start Your Data Quality Journey With Us

(888) 252-7866 | solutions@blastam.com | www.blastanalytics.com



Scope

- **Martech Discovery Stakeholder Session**
- **Strategic Audit of Your Analytics and Marketing Platforms**
- **Audit Presentation** – To key stakeholders
- **Prioritization of Issues and Opportunities**

Deliverables

- **Data Quality Audit** – Prioritized output, per platform, of findings that are presented along with next step action recommendations

I am very proud of what we have accomplished on the Data Governance front while working with Blast. They delivered an excellent setup, helped define reliable processes, and the outcome was data that we can trust. I have also personally learned a lot throughout this process. Both Coral and Gala have excellent solutions in place by following Blast's guidance.

Mark Stern, Director of Business Intelligence & Analytics

**LADBROKES
CORAL**
GROUP

Common Supported Platforms

Analytics Platform

- Google Analytics and Google Analytics 360
- Adobe Analytics
- Mixpanel Analytics
- Snowplow Analytics

Digital Experience & UX Platforms

- Quantum Metric
- Contentsquare
- Hotjar

Customer Data Platform

- Tealium AudienceStream
- Lytics
- ActionIQ

Advertising Platform

- Google Ads
- Google Marketing Platform (Search Ads 360, Display & Video 360)
- Marin Software

Optimization Platform

- Adobe Target
- Optimizely
- Google Optimize



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