

Quesense Data Management

Empower marketers with data they can trust through machine learning



CLEANSE

Deduplicate redundant data and manage master records



ENRICH

Source external data to fill information gaps



TRUST

Restore confidence in CRM with good data

WHY QUESENSE?

Quesense is an ML-enabled tool that cleans CRM data and expedites marketing campaigns. Transform unreliable CRM contacts into high quality leads, and empower demand generation teams with data they can trust to engage prospects and grow customer relationships

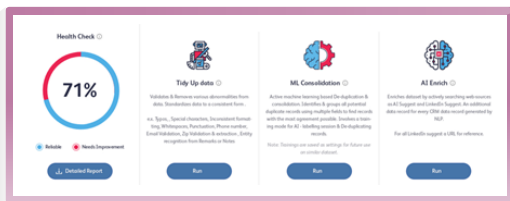
HOW IT WORKS?

THREE SIMPLE STEPS TO TRUSTWORTHY CRM DATA

1 **Drag** an excel spreadsheet with common bad data issues such as missing capitals, invalid characters, inconsistent formats. Option to connect to enterprise database also available



1



2 **Click** to run Quesense functions

- *Health Check* scores data
- *Tidy Up* cleans and standardizes data formats
- *ML Consolidation* enables machine education
- *AI Enrich* verifies information gaps

2

3 **Download** spreadsheet with cleaned contacts and expedite marketing campaigns and customer analytics

ID	First Name	Last Name	Company	Job Title	Address
Ques001	John	Smith	ABC Corp	CEO	123 W. 17th St.
Ques002	Mark	Lee	XYZ Inc	Marketing Director	456 E. 10th St.
Ques003	Jane	Doe	DEF LLC	Product Manager	789 N. 5th St.
Ques004	Michael	Johnson	GHI Partners	Senior Analyst	101 S. 2nd St.
Ques005	Sarah	Chen	JKL Solutions	Business Development	303 E. 7th St.
Ques006	David	Kim	MNO Enterprises	Operations Manager	505 W. 12th St.
Ques007	Emily	White	PQR Group	Customer Success	707 N. 4th St.
Ques008	Robert	Brown	STU Systems	IT Director	909 E. 6th St.
Ques009	Laura	Green	VWX Ventures	Investment Advisor	111 S. 8th St.
Ques010	James	Black	YZA Holdings	Finance Analyst	133 E. 10th St.

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CASE STUDY

Global merchant bank leverages Quesense to improve data quality by 98% and reduce turnaround time for marketing campaigns by 50%

[Read Case Study](#)



REDUCTION IN TURNAROUND TIME
Automation and mining techniques accelerate implementation efforts



HIGHER DATA ACCURACY
External source validation improves how current and accurate the data is

WHAT NEXT?

Discover how Quesense empowers marketers with reliable data

CONTACT AN EXPERT