EVALUESERVE
POWERED BY MIND+MACHINE

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
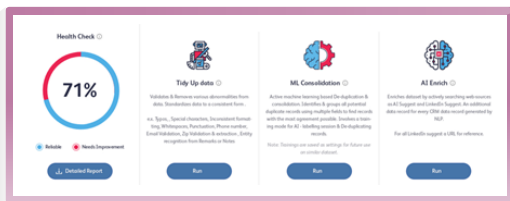
HOW IT WORKS?

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

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

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

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

50% **REDUCTION IN TURNAROUND TIME**
Automation and mining techniques accelerate implementation efforts

98% **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