

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

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







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

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

7550400	12/31/2016 Mark Outs	moutis@adcouncil.ae	Mark	Cutis	Abu Dhabi Investment Council	Chief Investment	349 E. 37Th
786086	12/31/2009 Breaux Walker	breauswalker@gmail.com	Breaux	Walker	HRJ International	Investment Banks	7546 S Ashland Ave
7060257	12/31/2015 Mark Leavitt	Mark.A.Leavitt@pjc.com	Mark	Leavitt	Corporate & Institutional Serv	Investment Sanks	7500 S. Pulaski
7860268	12/51/2015 Mark Leavitt	Mark.A.Leavitt@pjc.com	Mark	Leavitt	Piper Jaffray & Co.	Managing Directo	7500 S. Pulaski
7860817	12/31/2020 Wendy Palmer	upalmer@healthtrust.net	Wendy	Palmer	Health Trust	Senior Partner	3116 W. Belden
78601	12/51/2020 peter lee	plee@ghld.com	peter	lee	Henderson Land Developmen	Vice Chairman	4647 W Washington Blvd
786018	12/31/2005 John Ball	John.R.Balli@steamboatvc.c	John	Ball	Steamboat Ventures	Marketing Manag	5000 S Dr. Martin Luther Kir
7060342	12/31/2012 Muriel Malka	mmalka@advancefinancegr	Muriel	Malka	Advance Finance Group	Corporate Strateg	9129 S Burley Ave
7860556	12/31/2002 (Fande Chen	Hande Chen@spe.sorv.com	Jiande	Chen	SONY Pictures Entertainment	Chief Representa-	7050 S. May
7860541	12/31/2002 Michael Schulmar	Michael@hollencrest.com	Michael	Schulman	Hollencrest Capital Managem	Managing Directo	7141 S. Morgan
7860545	12/51/2020 Brad Thankley	Brad.Thawley@trs.texas.go	Brad	Thankey	Teacher Retirement System o	Senior Investmen	5411 W. Fullerton
7860485	12/31/2003 Matthew Staples	mstaples@wsgr.com	Matthew	Staples	Wilson Sonsini Goodrich & Ro	Privacy & Data Pro	4344 S Wentworth Ave
7660529	12/31/2002 James Kennedy	jamie.kennedy@coxinc.com	Jamie	Kennedy	Cox Communications, Inc.	VP, Business Dev	6345 S. Ingleside
7860596	12/31/2001 Mark Ouban	marck.cuben@dallasmvks.c	Mark	Ouban	Dallas Mavericks / HDNet, LLC	Chief Technology	2550 E 73rd St
7860354	12/31/2017 Martin Meeks	MMeeks@philpottmeeks.co	Martin	Meeks	Phil Pott Meeks, LLC	CEO	1624 W. 19Th St.
786081	12/51/2009 Spencer McLeod	spenser@gsquared.com	Spencer	McLeod	6 Squared	Partner	6824 S Ridgeland Ave
7860956	12/31/2020 Margaret Kent	MKent@jpbfoundation.org	Margaret	Kent	The JPB Foundation	Senior Financial A	5625 N. Movicker
7860125	12/51/2011 Michael Weissma	mike@soundcloud.com	Michael	Weissman	SoundCloud	CMO	1576 W. Aurthur
7860334	12/31/2018 John Moores	impores@imi.com	John	Moores	JMI	CTO	2728 S. Kostner

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 ho

External source validation improves how current and accurate the data is

WHAT NEXT?

Discover how Quesense empowers marketers with reliable data

CONTACT AN EXPERT

POWERED BY MIND+MACHINE™