Openprise Data Automation

Openprise eliminates the garbage-in/garbage-out problem for data-driven marketing and sales teams. The Openprise Data Automation analyzes, cleans, enriches, and unifies your data so that you can deliver more effective campaigns and deploy advanced technologies such as marketing automation, account-based marketing, and predictive marketing solutions.

Openprise is a SaaS application that lets sales and marketing professionals automate the analysis, cleansing, enrichment, and unification of data across internal and external data sources.

Analyze

Quickly understand the health of your data across marketing and sales systems and how much the data can be improved so that you can more accurately predict and measure campaign performance. Openprise includes a library of pre-built reports to identify patterns and issues in your data, and built-in integrations with solutions such as Salesforce, Marketo, Pardot, Eloqua, Desk, Google Apps, and Amazon Redshift.

Clean

Continuously cleanse, de-dupe, and normalize your marketing data in real time to maintain a complete, accurate view of your prospects and customers. Tap into the Openprise reference data library to standardize on the correct field values, even with data that spans multiple languages. Take advantage of built-in process templates to quickly create and customize automated data management rules, rather than coding or struggling with hundreds of filters in your marketing automation solution.

Enrich

Enrich your data with new fields and missing values to deliver more relevant, personalized messaging that provides a better experience and higher response rates. Infer from existing data fields such as area code, city, state, and country to create more precise segments. Enhance your data with segmentations such as job function, job level, and even buyer persona to see your prospects in a whole different light.

Unify

Unify data across sales and marketing systems to get a single, comprehensive view of your customers and prospects. Maintain a fully-normalized database, even when different providers use different types of values for fields like Industry, Job Level, and Job Function. Automate the process of pulling new data from multiple third party systems and reconciling differences to enable your team to deliver the right messages to your prospects.

OPENPRISE™

Key Capabilities

Do-it-yourself data automation

Automate the processing of lead, contact, account, campaign, sales, and channel POS data.

- Correlation, enrichment, and transformation
- De-duplication, cleansing, and reformatting
- Normalization, tagging, and classification

Comprehensive data catalog

Tap into Openprise's growing library of reference data to normalize and segment your data along new dimensions.

- Geographies: Countries, states, and ZIP codes
- Business references like internet domains
- Segmentation references, including job titles & industries

Out-of-the-box big data analytics

Analyze big data for trends and patterns without expensive data warehouse and BI tools.

- Trends and patterns over time
- Field, value, and word level analysis
- Data quality and segmentation analysis

Openprise recipes: Best practices in-a-box

Take advantage of pre-built data cleansing recipes to quickly get up and running with dramatic results.

- Packaged strategies for cleaning key fields in leading SFA and marketing automation solutions
- Ability to tailor recipes to your company's unique requirements

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OPENPRISE™