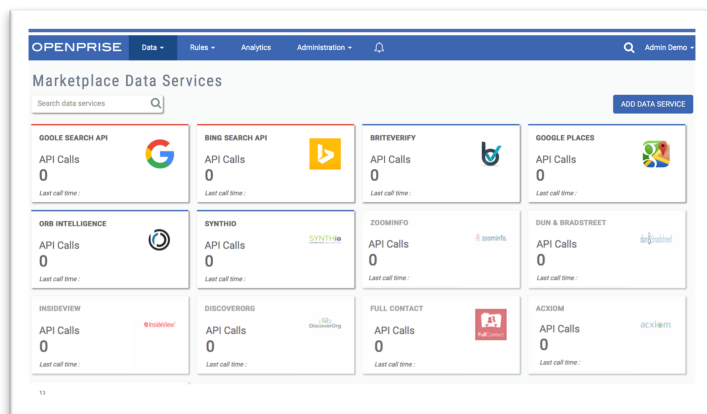


Openprise Data Marketplace

Getting all the third-party data that marketing and sales teams need into solutions like Salesforce, Marketo, Eloqua, and Pardot can be a complex, resource-consuming process. Trying to mash together data from multiple providers often adds exponential complexity. But, there's a better way.

With Openprise Data Marketplace, you can gain instant access to the leading B2B and B2C data providers, with all the business processes to ingest and manage that data from multiple providers built right in. Save time and money, and eliminate complexity in accessing and integrating the data you need for successful campaigns and account-based marketing programs.

Openprise Data Marketplace is an integral part of Openprise Data Automation, a SaaS application that solves the “garbage-in/garbage-out” problem by automating how you analyze, clean, enrich, and unify your marketing and sales data across different systems.



Openprise Data Marketplace orchestrates the process of ingesting and managing data from all of the leading third-party data providers.

All the Data Providers You Need, All in One Place

Openprise provides one-stop shopping for all the third-party data you need for account-based marketing and advanced segmentation. With Data Marketplace, you can:

- Easily tap into prospect data from leading B2B and B2C providers.
- Simplify complex configurations on how data is ingested into your marketing and sales databases.
- Designate primary, secondary, and tertiary data providers to ensure you get what you need.
- Interpret commodity data to fit your go-to-market strategy.

OPENPRISE™

Mash Together Data from Multiple Providers

Openprise includes the business processes you need to model how you want to bring in and combine third-party data to fit your unique requirements. Data Marketplace lets you:

- Configure business rules that you can apply across providers.
- Normalize third-party data to your company's specifications.
- Easily plug in new providers as your requirements change.

Save Time, Money, and Resources

Data Marketplace was designed with guidance from some of the world's most effective, data-driven B2B and B2C marketing teams. As a result, you can:

- Get up and running with new data providers in minutes, not days.
- Leverage pre-negotiated discounts or apply your existing contracts with data providers.
- Configure how you want to ingest external data without bringing in IT to help.

Leading Data Providers on Openprise Data Marketplace

New data providers are constantly being added the Marketplace, so be sure to check online for the most up-to-date list. Don't see a provider you want? Just let us know.














About Openprise

Openprise solves the “garbage-in/garbage-out” problem for data-driven marketers. Openprise applications let you automate how you analyze, clean, enrich, and unify your data across systems. Unlike traditional data management solutions that are designed for IT departments and require coding, Openprise is designed specifically for marketers, so it contains the business rules and logic all marketers need and it seamlessly integrates with applications like Marketo, Eloqua, Pardot, and Salesforce.

There's no risk and no obligation, so get started now. Contact a data automation expert at (888) 810-7774 or send an email to info@openprisetech.com.

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