

# Data quality for Direct-to-Consumer

## Unlock high-quality data to connect with customers and innovate

Direct-to-consumer (DTC) brands are continuing to grow in the evolving digital marketplace, proving that there is a lot to gain from opening a direct channel to consumers. Obtaining customer data from multiple sources, including directly, via retail partners, and from third-party data suppliers provides the best way to deliver personalization, maximize marketing ROI, and know what customers want to buy, how, and where. As brands make this shift, large volumes of consumer data are collected across various touchpoints but often stored in disparate systems, creating a siloed and inaccurate view of customers.

### Experian can help

**Experian Aperture Data Studio** can be used to automate data quality processes by connecting and consolidating data sources, harmonizing, profiling, and deduplicating the data so the information is correct, complete, and consistent.

#### Top capabilities

✓ Data profiling and discovery

✓ Data enrichment

✓ Data standardization

✓ Data monitoring

Read our white paper on [how to achieve a single customer view](#) →

“We’ve managed to improve our customer data, reduce costs and provide a better customer experience—all while staying way ahead of the ROI. We’re thrilled with the first class products and services that have been provided; Experian Data Quality is clearly an industry leader.”

Steve Tryon, *SVP of Logistics at Overstock.com*

## Deployment methods

### On-premise

The on-premise integration takes the full-service platform in-house, allowing businesses to customize the platform to best fit their use case and businesses needs.

### Hosted

Offered in a single or multi-tenancy hosted environment, this platform can be fully serviced in the cloud, allowing businesses to easily integrate and access data quality technology.

## Benefits



#### Ease of use

The drag-and-drop visual workflow builder lets you quickly and easily build and share sophisticated data quality processes.



#### Automatic validation & enrichment

Machine learning simplifies complex tasks like address validation and deduplication. You can also validate and enrich your data against Experian curated data sets.



#### Secure collaboration

Collaborate across varying skill sets and needs. Share trusted data views, validations, and transformations to provide consistency, accuracy, and control.



#### Faster time to value

Operationalize your data quality management and deploy in days without having to wait for any development or write any SQL.

Experian can help your DTC business address rising digital challenges.  
Contact our experts today.

[Learn more](#)