Experian product



Data quality for Direct-to-Consumer

Unlock high-quality data to connect with customers and innovate

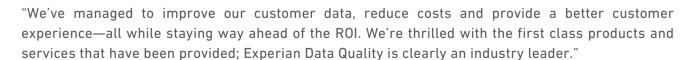
Direct-to-consumer (DTC) brands are continuing to grow in the evolving digital marketplace, proving that there is a lot to gain from opening a direct channel to consumers. Obtaining customer data from multiple sources, including directly, via retail partners, and from third-party data suppliers provides 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.



Read our white paper on how to achieve a single customer view



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.



Secure collaboration

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



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.



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