

Benefits of data quality integrations

Integrating data quality control into your existing tech stack can help you automatically capture, maintain, and manage high-quality records throughout platforms like CRM or ERP databases, online applications, marketing platforms, and more.

With email, phone, and address validation embedded directly into your operational systems, marketing tools, and e-commerce platforms, you can confidently capture correct contact data at the point-of-entry, instantly saving you time, costs, and energy. Long term, you can lean on high-quality customer data for analysis and reporting, improved customer experience, and operational efficiency.

Keep reading to learn how data quality integrations can benefit your organization.

What are the top benefits of integrating data quality?

Better customer experience

Over half of organizations say that customer experience has been the top priority over the last year. When you capture accurate contact data from the get-go, whether it be on an online application or entered into your database, you are instantly equipped with the right contact information. **With actionable data, you can build a trusting and reachable customer base, and a foundation that enables you to take a multichannel marketing approach.**



Automate marketing efforts

When you automatically validate data as part of your marketing platform, you can increase your chances of reaching your customer in the right place at the right time. Take email validation in your email marketing platform, for instance. With every email campaign and trigger, you know you are reaching the right inbox. By automating data validation, you can target your customers effectively and quickly, satisfying the customer.

Reduce costs

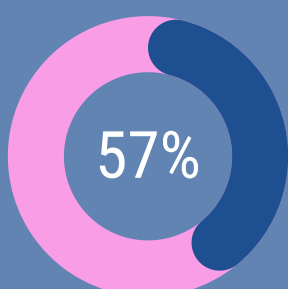
Time is money and integrating data quality into your software makes sure you don't waste valuable time and resources. Our research shows us that 89% of leaders say that cost savings is a benefit of an agile data management program.

When you equip your team with correct data, you empower better decision-making based on accurate analysis versus your gut feeling, keeping you on track to see a higher ROI on business activities.



Did you know...

8/10 say investing in software to improve their data quality has resulted in high return on investment for business initiatives



57% of organizations say they are investing in integrated data management technology



88% of organizations believe that integrating data quality capabilities into existing applications helps them increase agility and flexibility

Integrating data quality into your existing tech stack can give companies the confidence that the data they are capturing across the business is trustworthy and ready for action.

Visit edq.com to learn more about how data quality integrations can help your organization.