Data management for retail

Data maturity in the retail space is accelerating. Retailers know that customer contact data is the backbone of their operations, loyalty programs, delivery optimization, marketing, and customer experience. Retailers who can self-service data validation and management on their own time means they are more likely to meet the fast-paced needs of the market.

With data validation, profiling, standardization, deduplication, and harmonization capabilities at your fingertips, retailers like you are able to have a constant, consistent, and clear view of customers at all time. Trusted, single customer profiles provide a better understanding of who your customers are and how to best reach them.

That's where Experian's Aperture Data Studio comes in

Aperture Data Studio

Experian's Aperture Data Studio is a powerful data quality platform that provides a clear view of data through standardization, matching, and harmonization. Leveraging a single-platform approach for data profiling and remediation, this tool enables businesses to quickly transform data into deeper insights.

Seamlessly connect to hundreds of data sources to profile data, standardize formats, correct errors, verify information, identify and view potential duplicates, and enrich it with our globally curated datasets. This allows modern data practitioners to build the most consistent, accurate, and holistic view available.

Why a data quality platform matters to retailers

Single customer view
Quickly **consolidate data assets** across multiple sources and identify duplicates to create a holistic view of each customer, powering better consumer insight and segmentation

Loyalty programs
A consolidated and clean view of consumer data helps the team distinguish from household members and paid programs versus free programs to **best optimize membership usage**.

Personalized marketing
Differentiate one customer from another to better understand individual buying behaviors, demographic, and psychographic trends to market to their specific customer needs.

How it works

Validation
Standardize and validate addresses, emails, and phone numbers for better match rates.

Harmonization
Use Smart Harmonization and machine learning to determine the best record or record components to keep.

Profiling
Proactively profile your data to discover unknown data entities or unusual values.

Workflow
Create and share reusable data workflows to suit your business rules and processes.

Enrichment
Leverage Experian data assets to build a more complete understanding of your consumers.

Top benefits

Create a single customer view
Capture a consolidated customer view complete with trusted contact data for better consumer insight and omnichannel experience.

Increase conversion rates and reduce acquisition costs
With trusted pre-permissioned contact data, expect higher conversions knowing that you are reaching the right place, a landline or mobile phone, a business or personal email, a residence or business location.

Improve customer satisfaction
Trusted data to better personalize and deliver an improved customer experience.

Compliance in your communications
Experian's data enables compliance by providing pre-permissioned data, landline vs. mobile identifiers, and personal vs. business emails.

Operationalize data quality in-house
Self-service data quality management to cleanse data more often, on your own time, establishing a foundation of clean information for better decision-making.

Develop trusted data
Create and share sophisticated workflows to operationalize data quality across the business and improve data over time through transformations, standardization, cleansing, and matching.

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Gain deep customer insight
Using Experian's consumer attributes, **enrich your customer records** with information like financial data, buying behavior, and more to get a deeper understanding of your customers.

Transparent stewardship for regulation
Ensure data quality for governance programs and **better comply with applicable rules** and regulations through increased transparency.