

In today's dynamic digital landscape, the prominence of Customer Data Platforms (CDPs) is reshaping customer engagement. However, the success of CDPs hinges on one critical factor: actionable data.

In order to fully harness their capabilities, businesses must ensure the cleansed and transformed data fed into CDPs is available at scale and with relevant consent to execute planned marketing campaigns.

Did you know?

A study on the data quality imperative by Experian found that 94% of respondents see poor quality data impacting the organization, and only 50% see their CRM/ERP data as good enough to be effective for its intended purposes.

1: Breaking Down Data Silos: Eliminate data silos with Data Ready's integration, providing a unified view of customer data.

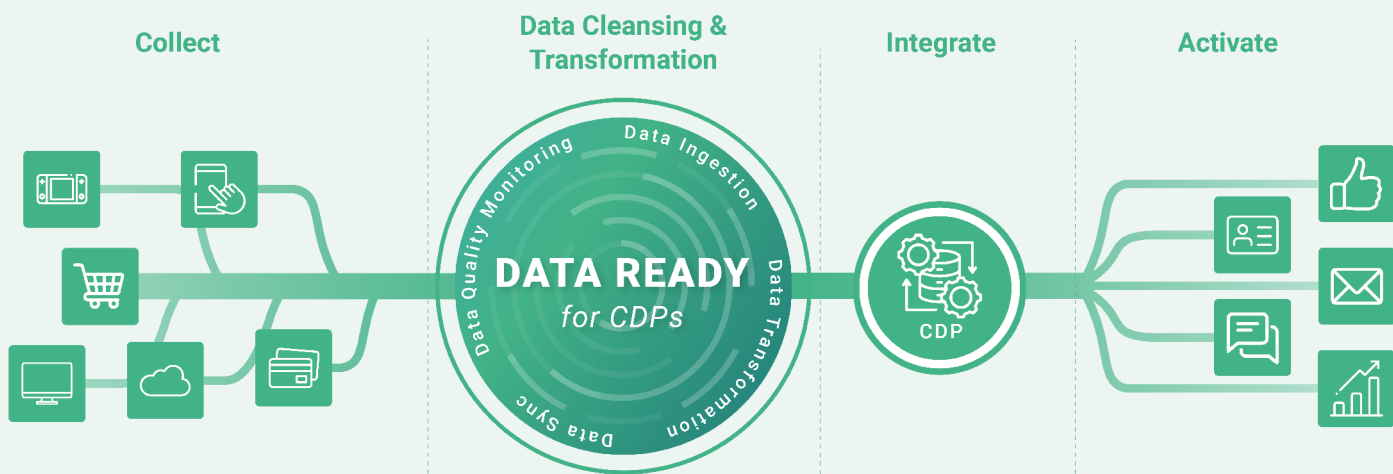
2: Ensuring Data Integrity: Automated checks ensure clean, reliable data, enhancing decision-making.

3: Optimizing CDP Investments: Reduce data prep costs for efficient CDP investments and quicker ROI.

4: Balancing Competing Priorities: Seamlessly integrate Data Ready solution to manage competing data demands.

5: Navigating Change Management: By providing an intuitive UI to select and share data with the CDP, Data Ready takes away all the back-and-forth on data requirements, allowing the marketers to focus their change efforts on leveraging the CDP for marketing activation at scale.

6: Scaling Campaigns for ROI: Scale campaigns effectively with high-quality and actionable data for effective ROI realization.



Meet Data Ready for CDPs

Your Trusted Ally in Data Preparation for CDP.

Data Ready equips marketers with essential tools to prepare customer data for the CDP era, ensuring your CDP operates at peak efficiency. It streamlines and optimizes the data you feed into your CDP, enabling you to derive actionable insights and execute precise marketing campaigns.

Key Features of Data Ready for CDPs

Data Ready for CDP streamlines data preparation, boosting your marketing efforts. It seamlessly integrates with a CDP of your choice, whether existing or new, ensuring your data is at its best, making your transition hassle-free.



Data Ingestion

Collect data from diverse sources, including CRM, Web behavior, transactions, loyalty, leaving no valuable information untapped with our numerous API integrations.



Data Transformation

Beyond collection, Data Ready cleanses, and transforms data, making it a perfect fit for the CDP.



Data Sync

Ensure seamless flow of cleansed and transformed customer data from various data sources to the CDP, guaranteeing your CDPs optimal performance.



Data Quality Monitoring

Our automated DQM feature conducts thorough checks on all tables and columns, issuing instant alerts for anomalies, safeguarding CDPs data integrity.

KEY BENEFITS

Data Ready isn't just a solution; it's your strategic partner in the world of data

Experience the Benefits of Data Ready



Streamlined Data Prep

Automated cleansing, transformation, and integration for agile, analysis-ready data



Enhanced Data Quality

Automated monitoring and alerts for high-quality CDP data



Cost Efficiency

Optimize resources as Data Ready significantly reduces data preparation time and costs through automation



Improved Collaboration

Bridge the IT marketing gap with an intuitive marketing interface by aligning the efforts of both teams



Compliance & Governance

Navigate data regulations effortlessly



Scalability & Performance

Handle large data volumes with efficiency



Empowering Business

Enabling marketers to select and send data required for campaigns into the CDP while reducing the workload on data teams



Accelerate Time to Value

Leverage cleansed and transformed data at scale in your CDP for quicker ROI

Don't Just Manage Data; Harness Its Power With Data-Ready

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