

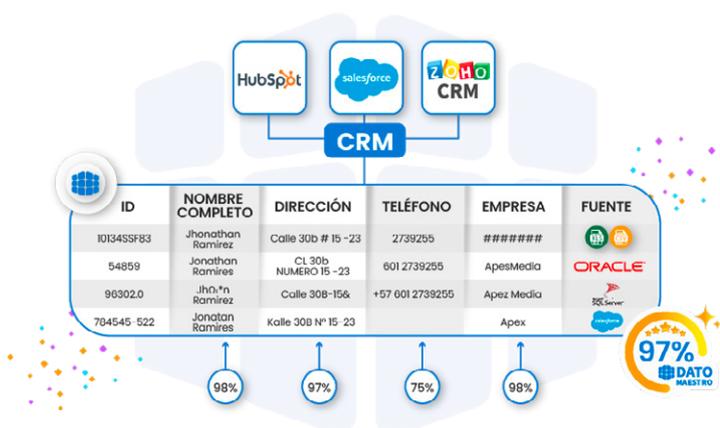
What is the real challenge of CRM Data Cleansing?

Giving true meaning to your database is a costly and time-consuming endeavor. Unfortunately, the problem is more significant than a dashboard can show. More than 55% of CRM experts clean these databases weekly or monthly. 70% of specialists spend at least an hour cleaning CRM data daily, and more than 30% spend more than 4 hours a week dedicated to this function.



Clean and Keep Clean with Our Batch and Real Time API Solutions

Cleaning your dirty customer data can take time, even more so if you do it on your own; Depending on the size of your CRM lists, doing it manually is probably not possible, the good news is that you can clean and keep clean with CUBO IQ, relieving the tension that may be generated in your company. Regardless of the path you select, understanding the data cleansing procedure and the actions you need to consider to clean it is critical to getting 100% effective data.



- ✓ **Delete Duplicates:** Users don't want to be targeted twice for the same product, even if they are interested in your good or service. If your contacts receive multiple copies of the same offer, your business will quickly start to look like spam.
- ✓ **Archive previous data:** Archiving any data in your customer relationship management system that you are not currently using, may be needed in the future, this vital information that you should keep, serves you for compliance and/or tracking purposes.
- ✓ **Automate CRM data cleansing:** The simplest method to get rid of bad and incomplete data without spending a lot of time or resources is to automate your CRM data cleanup.

Are you ready to get sh*t done with your CRM?

Completely transform the way you view your data! Take your data quality initiative to another level today! Freemium version available.

[Test Drive CUBO IQ®](#)

