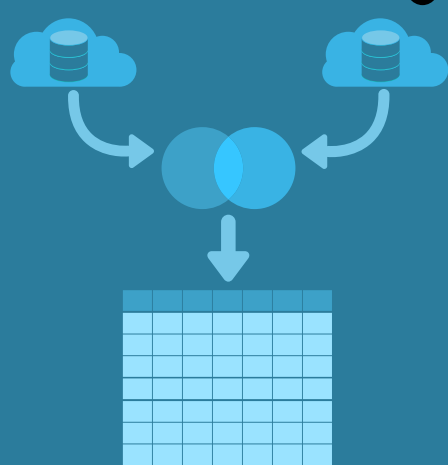# DATA WAREHOUSING FOR DIGITAL MARKETING

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CONNECT AND INGEST

Data comes from many different sources and can come in many different formats. We use advanced ETL/ELT tools in order to create data connections and build & maintain data pipelines.

STORE

After each connection is made and set to be refreshed on a regular basis, data is stored in a secure, centralized, and accessible location. Relax, #itsInTheCloud
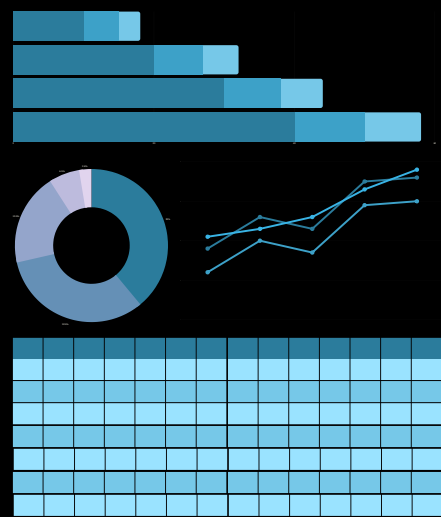
CLEAN AND TRANSFORM

Through cloud-based SQL and ETL tools, we cleanse data and combine it to make the resulting data usable, meaningful, and complete.

VISUALIZE AND ANALYZE

Once the warehouse is built and producing complete data, it is time to put that data in a consumable format. We use many different visualization tools and will set you up with the one that best meets your needs and budget.

ACTIVATE

After analyzing, it's time to take action. Use the data in your warehouse to:

- personalize the website experience
- enrich CRM contacts
- advertise using segmented retargeting
- send indicidualized emails
- integrate with direct mail campaigns

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