

How to effectively cleanse your database

In this short guide, we will show you three simple steps that you can take to achieve a fruitful database.



Your database is one of the most valuable assets you have as a company, and you should respect it thoroughly. The records that you hold in your database allow you to connect with the right people, at the right time via the right channel. It's the backbone of your sales and marketing efforts and will drive your success rates.

However, you must maintain and nurture it effectively, treating it with respect. It's essential to clean your marketing data regularly and ensure you have an up-to-date database.

Data cleansing, also known as data cleaning or data scrubbing, is the process of reviewing your database and making sure it's of the highest quality you can. The definition from Business Dictionary:

“Data cleaning is the correction or removal of erroneous (dirty) caused by contradictions, disparities, keying mistakes, missing bits etc. It also includes validation of the changes made and may require normalisation.”



If you cleanse your data regularly, you will avoid a scenario where your analytics are skewed. If you are marketing to a list of dud emails, then you could encounter low response rates, and your marketing campaigns might not be proving cost-effective. After all, when you've carefully created a comprehensive database, it can be an incredibly frustrating situation to find yourself in.

In this short guide, we will show you three simple steps that you can take to achieve a fruitful database.



Remove duplicates and amend inaccuracies

This is a distinct and straightforward step but a great place to start. More often than not, companies have massive databases, but a lot of the contacts are duplicates. It's critical to remove duplicates because sending a message to the same individual or company more than once creates a multitude of problems.

- It costs more money and uses up your resources
- It's incredibly annoying for the receiver, which could result in the contact unsubscribing
- It makes you look unprofessional and sloppy
- It will skew your analytics and success rates

Get rid of dead leads

B2B data decays at an alarming rate. Therefore, it is essential that you cleanse your database regularly. People move to different departments, change positions or move to new organisations frequently, and if you have their old contact details in your database, these are dead leads.

Recent statistics show that B2B data decays at around 35% per year, so it's vital that you are carrying out a regular data cleansing. Sending marketing content to dead leads is not only a huge waste of time but also effort and money. As well as that, it will affect your open and click-through rates.

Check legal compliance

The introduction of the European General Data Protection Regulation (GDPR) in May 2018 was the most significant change to data protection law in recent years. As a result of this, you need to ensure you are compliant with GDPR policies, as you could pay a hefty price if you aren't.

According to recent research from TrustArc, only 20% of the U.S., U.K. and E.U. companies are fully GDPR-compliant, and just over 50% say they are still in the implementation phase. That leaves nearly 30% who have yet to kick off their GDPR initiatives. Despite the slow start, almost 75% of companies believe they will achieve GDPR compliance by the end of the year.

By remaining compliant with all laws and regulation, you eliminate any risk of penalty.



How can Zymplify help you create a squeaky-clean database?

Bring all your marketing & sales activities into one centralised dashboard...

If an organisation's marketing activities are decentralised, they will struggle to manage all their databases and obtain a single customer view of data subjects.

Bringing all a company's marketing and sales activities into one centralised dashboard can help companies to maintain a central repository of data subjects' information and makes it much easier for businesses to maintain accurate and up-to-date data.

The dashboard also makes it much simpler to respond to access requests from data subjects and to remove data from the system when it is no longer appropriate or lawful to retain.

Manage Consent

This allows organisations to monitor the consent status of everyone, including their consent to receive cookies, their consent in respect of profiling and their consent to receive emails, phone calls and SMS messages.

Companies will have a full audit trail of consent, including information concerning when consent was collected, the campaign used and the policies that were in place at the time.

The removal of consent for certain processing activities is also tracked, and the systems have safeguards in place so that data subjects cannot be contacted via a method that they have withdrawn consent for.

The Zymplify platform allows businesses to create standardised templates for privacy policies, cookie pop-ups, terms & conditions, profiling policies and more.

By having a set of standard templates, data controllers and processors can be sure that the relevant information which they must provide to data subjects is in place, in an accessible and transparent form, across all their marketing campaigns.

Cleanse journey

Cleanse your data, with a cleanse journey to remove ineffective data such as unsubscribes and bounces. As your data ages, it loses its value as people move on from jobs, email addresses change etc.

Our automated journeys will allow you to create an email send which you can track in real time and remove and 'dead wood' from your contacts. You will be able to monitor critical statistics like open rate, bounce rate and unsubscribes.

Full trackability

Prove compliance and track all points of entry into your CRM. We can provide time-stamped evidence of when someone was added.



Unsubscribe failsafe

We have an Unsubscribe Failsafe feature which means that anyone who unsubscribes from your emails, gets added to our 'unsubscribe' master table. Therefore, it is impossible for you to email them again.

We also automatically add an unsubscribe link to all emails sent from our platform as a failsafe.

Forms

Our forms are set up to track the four GDPR compliant points:

- Mail
- Email
- Telephone
- Text

And these preferences are stored against every contact record.

Complete control

We give you the tools to manage your contact database – we are not a data controller, so your data remains yours entirely. We simply offer you the tools to track compliance and prove consent.

Data

We are one of the largest providers of U.K. and U.S. data, so you can cleanse and append your data using Zymplify.



So what's next...

At Zymplify we can also help your business:

- Identify your client's inbound marketing strategy
- Attract your client's audience through multi-channel marketing campaigns
- Engage with your client's target audience
- Nurture leads with automated journeys
- Convert these leads to sales
- Measure and monitor your client's campaigns, all in one place

So, if you're looking to kick it up a notch and become a better marketer, start your free 14-day trial of Zymplify today!

[Get started today](#)