



Goose Digital

Data & Insights Services

Data Assessment

A standardized process to assess, report and recommend on data quantity & quality; developed with business rules and data best practices and aligned to your data and marketing strategy.

Data Opportunities

Increase the value of existing data through greater insight; strategies to expand reach and data discipline to improve overall quality and marketing capabilities.

CMO Executive Summary

Quarterly or monthly top line KPIs, reporting on marketing activity and engagement across multiple platforms & business units; with action-oriented insights for senior leadership

Data Readiness

Customized process positions and prepares marketing-ready data for individual campaign journeys, clarifying data usage and optimizing campaign personalization.

Data Append

Enhancing your first party data with third party data for additional insights into audiences and personalization options, increasing ability to engage across multiple channels.

List Confirm

End user portal designed to allow companies (accounts) to self-service confirm, add, remove people in their company from your marketing databases.

Engagements start at: \$2,500

Goose Advisory™ - Data Assessment

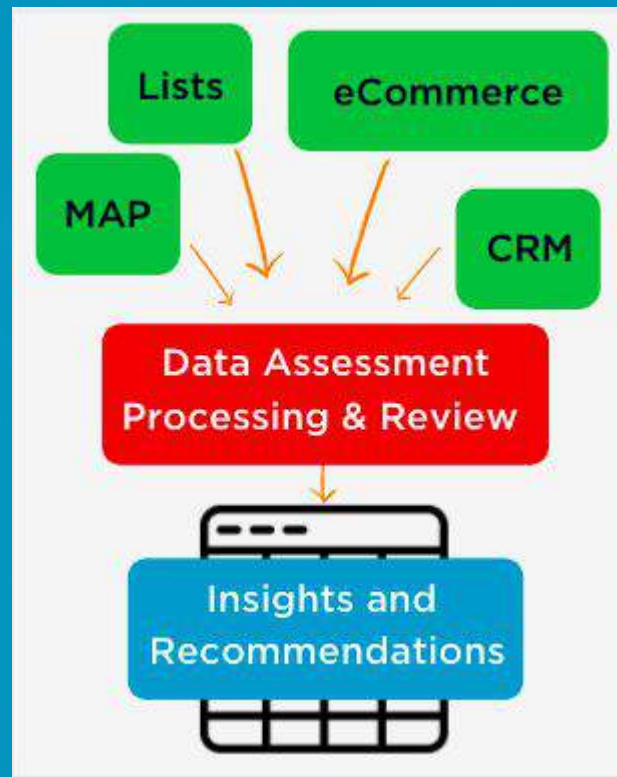
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- *Data Strategy Overview*
- *File Definitions & Upload*
- *Field Volume Reporting*
- *Field by Field Validation*
- *Standard Dupe Search*
- *Insights & Remediation Report*
- *(per Master List)*

Options:

- *Standard Automated Data Remediation*
- *Standard Email List Cleanse*
- *Custom Assessment & Remediation*
- *Merge / Purge*

Starting from: \$2,500 (per masterlist)





Interested in learning more about our services? Contact Us:

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