Standardized International Data
Verified accurate. Validated compliant.

# Take data hygiene seriously

Whether your database contains a few thousand or many millions of records, cleansing, enriching and extending your data can help you boost the impact of your sales and marketing activities AND comply with data privacy and protection legislation.

Maintain, enrich and extend your data to reduce costs, boost sales & marketing impact and comply with data protection laws.

- Diagnose identify invalid fields and inaccurate records.
- Cleanse replace invalid fields and remove inactive records.
- Enrich improve the fill rates of data fields of most value to you, such as firmographics, technographics, 'do not call' registrations and contacts data.
- Add Extend your reach by adding new data records. Append contextual data to aid segmentation, prioritization and messaging.

### **How It Works**

# Procedures Procedures • Email format validation • Email bounce test • Contact still in position test • Name validation • URL Validation • URL Validation • Company still in business test • Address / phone validation

## Cleanse

- · Email address
- Telephone number
- Job Title / Function
- Site address
- Company URL
- Company name
- Phone number

### **Enrich**

- Email address
- Telephone number
- Job Title / Function
- Site address
- Company URL
- Employee count
- Revenue
- SIC Codes

### Add

- Net new Contact records for your target audience

   job function, seniority, etc
- Net new Accounts for your criteria – location, industry, size, technology installs, etc



Standardized International Data
Verified accurate. Validated compliant.

# Some of the DataCliniq<sup>™</sup> services available:

Contact Processing	Contact & Account Processing	Account Processing
Still In Position	Phone Number Validation	Still In Business
Email Append	Phone Number Normalization	Company Match
Email Address Validation	Company Name Normalization	URL Append
First Name Validation	Location Normalization	URL Validation
Job Title Validation	Country Code Assignment	URL Normalization
Job Title Translation	Corporate Profile Enrichment	URL Parse



Rhetorik provides the ideal international business data for enterprises around the globe. We provide data-enrichment services and comprehensive analytics to build versatile data products, to identify and activate your audience and generate revenue opportunities.







