

Dirty data can derail even the most well-crafted marketing strategies. By optimizing your database, ensuring compliance, and creating a streamlined contact list, you can drive meaningful engagement. Here's how 4Thought handles dirty data.

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Integrating different marketing platforms requires careful attention to your data. Poor data management can cause an integration to fail and make your job much more difficult. Today, we'll be looking at a few reasons why integrations fail, and what you can do to avoid them.

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Raw information on its own isn't super helpful. You have to understand what the data means and how to read it. But what if you're not a data analysis expert? Fortunately, a tool released in 2023 offers an efficient, user-friendly way to approach basic data analysis.

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Marketers are accustomed to handling and manipulating large amounts of vital data. But in the day-to-day process, it can be easy to forget that this data and integrations need regular check-ups. This, simply put, is the role of a data steward.