

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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Data segmentation, the process of grouping customers based on interests and past activities, allows marketers to develop more targeted promotional materials. However, data segmentation is also useful for data privacy. Let's take a look at how that works.