

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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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.