

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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What is the best way to maintain an up-to-date data dictionary without letting it completely monopolize your time? Here's what eight marketing operations professionals have to say.