

Check your customer contact database. If too many of your contacts are unusable for one reason or another, you have something of a zombie situation on your hands.

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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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Modern business demands a lot from professionals. Systems like Eloqua work wonders to lighten the load, but sometimes they need a little help—especially where dirty data is involved.