

What happens if your company's data analytics expert is unavailable or you don't have one? Recent developments show promise in using AI to help your team make marketing data more usable.

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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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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.