

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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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.