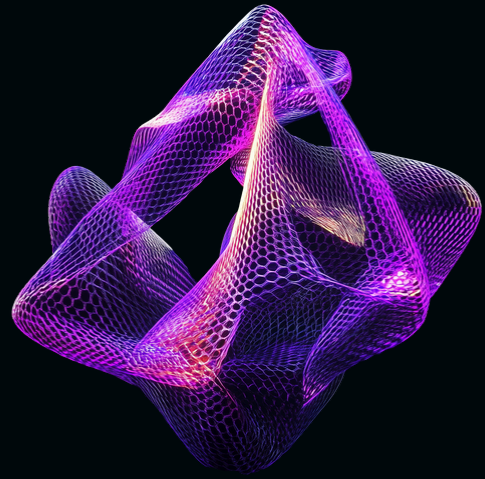# gauss ai

# Data Quality

Maintain data quality at every step of your marketing funnel

Data is the driving force of the company. Data quality problems can lead to wrong decisions, which can have a negative impact on the business.

## Data Quality ensures consistent and reliable data across your marketing channels, enabling better decision-making and optimizing campaign performance.

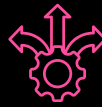### Data Consistency
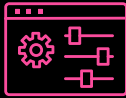
Data Quality ensures data consistency in key processes of your marketing strategies:

✅ **Discrepancies** on key events **across** diverse marketing **platforms** (page view, clicks, add to cart...) affecting attribution and investment.

✅ **Anomalies and outliers** in your data identifying opportunities or threads.
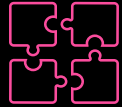
### Control over marketing data

Data Quality **uncover data layer changes to streamline marketing & IT collaboration** in digital marketing activities.

Analyze missing or new events enabling easy and fast problem solving ensuring optimal effectiveness of marketing campaigns.

### Real time alerts

Data Quality send real time notification to **anticipate errors** ensuring a secure, reliable and effective marketing investment.

Receive alerts by selected channel when there is a relevant discrepancy between data for established KPIs **and eliminates false positives adding specific** company **criteria**.

## Proven results

| | |
|---|---|
| Entertainment | **detected a platform measurement error of x6 on sales** |
| Fashion | **detected a price outlier ÷10 of the actual price** |

Data Quality creates a real time data validation flow, ensuring quick response to address anomalies minimizing business impact and right decision making for best results.

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Technological Partnerships that allow Data Quality to improve your results

salesforce partner | Google Partner PREMIER | Google Marketing Platform Sales Partner | FACEBOOK MARKETING PARTNER | Bing Partner