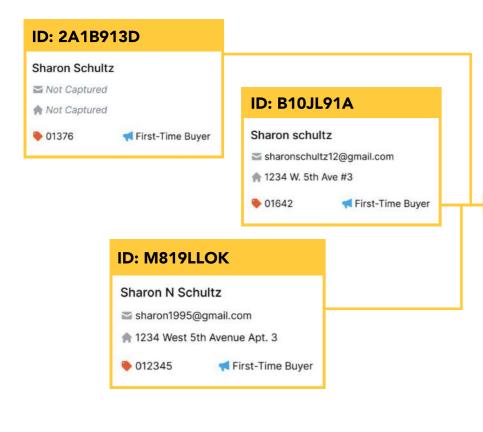


YOUR UNDERSTANDING **OF YOUR CUSTOMER**



Multiple, Unverified Records For Interactions





Visits Store Online (Signs up for 10% off Promo) Item Left SHARON SMITH In Cart SHARON@EMAIL.COM Visits Store Location \$157.82 (Signs up for Text Alerts) Purchase SHARON S. 561-101-1100

Clicked Email Link (New Customer Promo) \$29.01 S. SMITH Purchase SHAR123@GMAIL.COM

CLEANED, VALIDATED & LINKED DATA

creates an accurate picture of your customer to inform decisions that will accelerate growth.

When you understand Sharon's history with your brand, you can deliver marketing that moves her to the next stage of the journey.

Organize, link and unify all your customer's identities and activity into a single record.



Create a **single identity file** linking every customer to every data point using **probabilistic** not just deterministic matching.



Have a single source of truth to build strategy on across departments.



Feed 3rd party marketing and analytics tools with clean data.



Clean and unified customer data can not only help DTC brands save money on their advertising, but also see better results. With accurate customer lists, customer acquisition cost goes down while average order value, repeat purchase rate and lifetime value increase. Every brand should be marketing on clean data.

TAYLOR FRAME CO-FOUNDER OF FOCUS FUNNELS

SELECT A CLIENT BELOW TO LEARN MORE

AMOUR VERT









Simple Sugars

Orita can clean ANY DATA from ANY SOURCE.

Start making better decisions with your data today.



