



REFINED DATA THAT MAKES THE DIFFERENCE FOR YOUR MARKETING PLAN

You work hard to create customer driven marketing and experiences. But even the best personalization strategy doesn't work if data has created an inaccurate picture of your customer.

With Orita, you can finally meet customer expectations for a personalized experience.

YOUR UNDERSTANDING OF YOUR CUSTOMER

WITHOUT ORITA

Multiple, Unverified Records For Interactions

ID: 2A1B913D

Sharon Schultz

Not Captured

Not Captured

01376 First-Time Buyer

ID: B10JL91A

Sharon schultz

sharonschultz12@gmail.com

1234 W. 5th Ave #3

01642 First-Time Buyer

ID: M819LLOK

Sharon N Schultz

sharon1995@gmail.com

1234 West 5th Avenue Apt. 3

012345 First-Time Buyer



WITH ORITA

One, Verified Record Per Customer

ORITA IRL ID: A1B2C3D

Visits Store Online (Signs up for 10% off Promo) SHARON SMITH SHARON@EMAIL.COM	Item Left In Cart
Visits Store Location (Signs up for Text Alerts) SHARON S. 561-101-1100	\$157.82 Purchase
Clicked Email Link (New Customer Promo) S. SMITH SHAR123@GMAIL.COM	\$29.01 Purchase

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



Orita can clean **ANY DATA** from **ANY SOURCE.**

Start making better decisions with your data today.



Schedule a call with CEO, Daniel Brady, to learn more.

SCHEDULE A CALL