

CEO/FOUNDER

# DATA CONFIDENCE FOR DECISIONS THAT RESULT IN GROWTH

Your customer data can be your biggest competitive advantage. But even exceptional leaders make bad decisions when their intelligence is based on bad data.

Orita's machine learning platform refines your raw customer data into an invaluable asset.



**CLEAN & VALIDATE**  
Data from any source, validated & standardized into a consistent format.



**LINK**  
Customer records are matched across sources using machine learning.



**ORITA IRL ID**  
Aggregated links from all sources, mapped to the person it belongs with.

## WHY CEOS & FOUNDERS OUTSOURCE THE DATA CLEANUP

It's expensive and hard.

### CLEAN & VALIDATE

Use logic to ensure the data works for each source & type.

- 📞 **Is this a real phone number?**  
211 is not a valid area code.  
958 is a test prefix.
- ✉️ **Is this a useful email address?**  
uzyo8vqse@zasam.net  
db@orita.ai & db+1@orita.ai
- 📍 **Is this address real?**  
123 Main St, Brooklyn, N.Y. (FAKE)  
163 Shades of Death Rd, Great Meadows, N.J. (REAL)

### LINK & UNIFY

Organize a single view of all customer activity and identities.

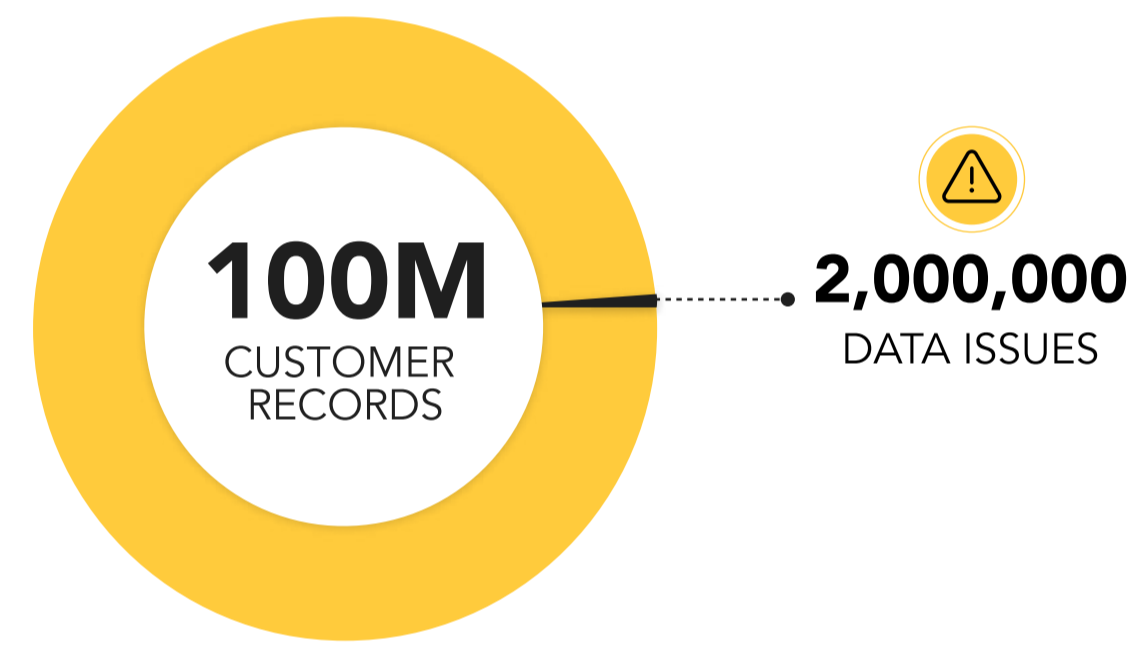
- 🗄️ Create a **single identity file** linking every customer to every data point using **probabilistic not just deterministic matching**.
- 🔗 Have a **single source of truth** to build strategy on across departments.
- 📊 Feed 3rd party marketing and analytics tools with **clean data**.

Orita Has Built More Than **1,000,000 Rules** To Help Unify Customer Data

Unrefined data poses **risk** to your growth, sustainability & valuation multiples today.

Cleaned, validated and linked data creates an accurate picture of your customer to inform decisions that will accelerate growth.

Analysis of 100M customer records shows issues with **2% of your data...**



... leads to **miscalculating** critical metrics such as LTV & RPR.

\*LTV = Lifetime Value | RPR = Repeat Purchase Rate

“ Many of the mid-sized DTC brands we work with have a growth strategy that's centered around driving sales from net new customers; the success of this hinges on the ability to identify whether or not a purchase was made by a first-time buyer. Clean and unified customer data is the only way to know this with confidence and the only way to measure success in terms of LTV.

— TAYLOR FRAME CO-FOUNDER OF FOCUS FUNNELS —

## WHAT'S THE RISK OF NOT KNOWING JESSICA?

A True Story Of Real Customer



### JESSICA SPENT \$200 ON ONLINE PURCHASES

- Jessica returned purchases to the retail store.
- Jessica decided to purchase a \$50 item from the store.

### JESSICA'S VALUE

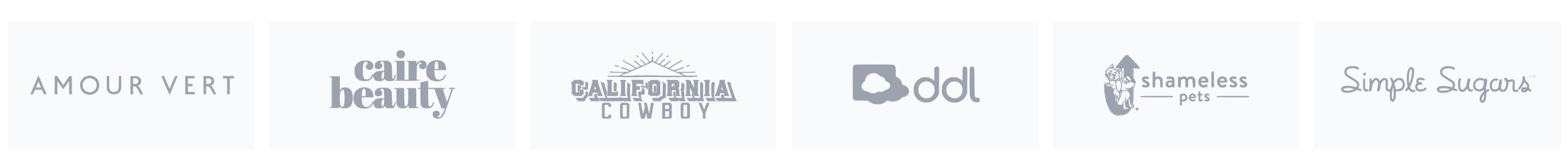
Marketing Platform	\$200
E-Commerce Platform	\$0
Retail Platform	– \$150
<b>Actual Net Value</b>	<b>\$50</b>

If you don't know the real value of your customers, you are at risk of:

- Overspending on marketing
- Underspending on loyalty
- SPAMMING all the time
- Bad product & merchandising
- Constant wrong strategy shifts

CHECK OUT THE SUCCESS OF: AMOUR VERT

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**