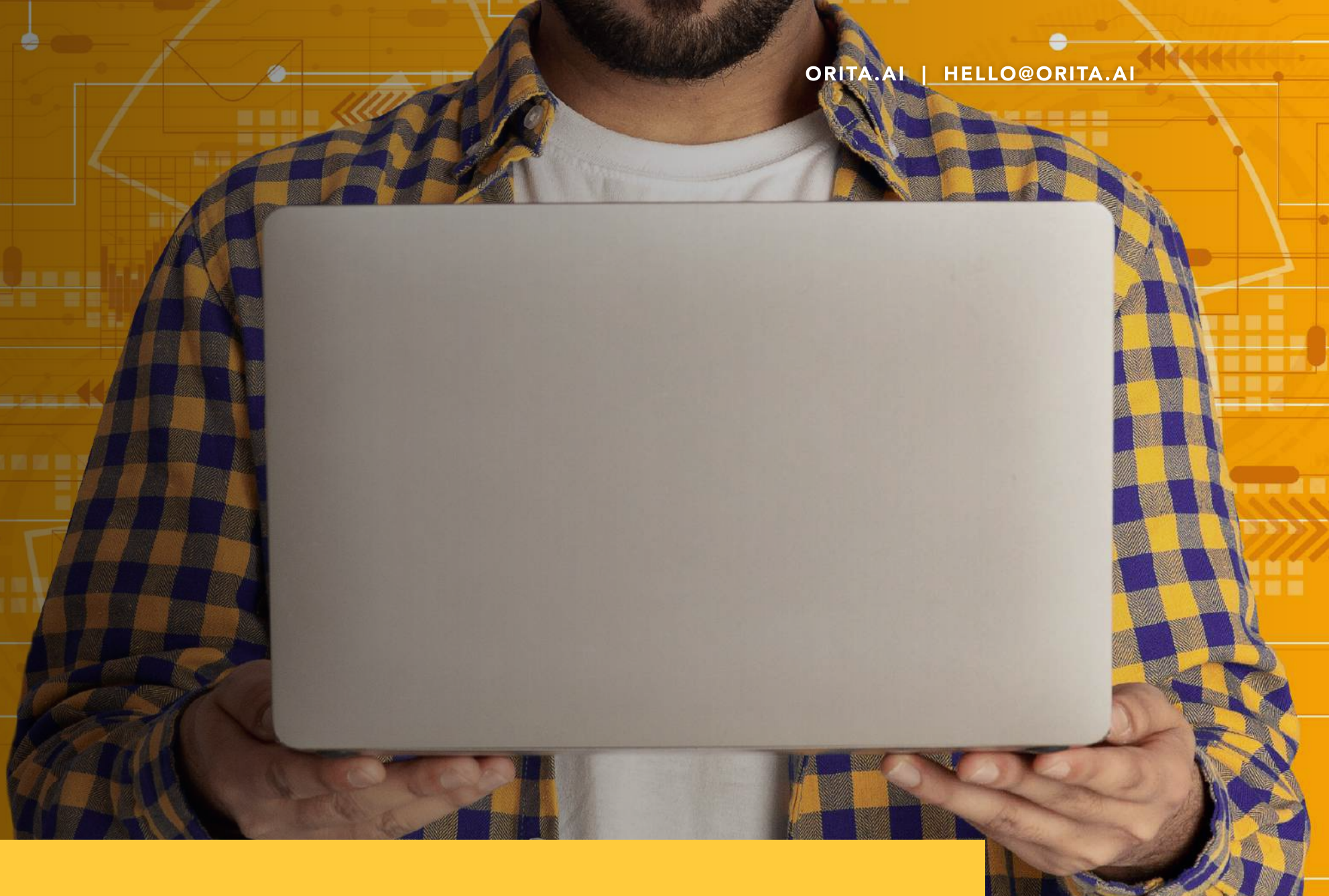


DATA & ANALYTICS

MAKING DATA CONFIDENCE A REALITY

You've worked hard to build a data stack that can seamlessly pipe, aggregate, transform and analyze all of your organization's customer data. But unless the data has been refined, the resulting intelligence won't move the needle for your business.



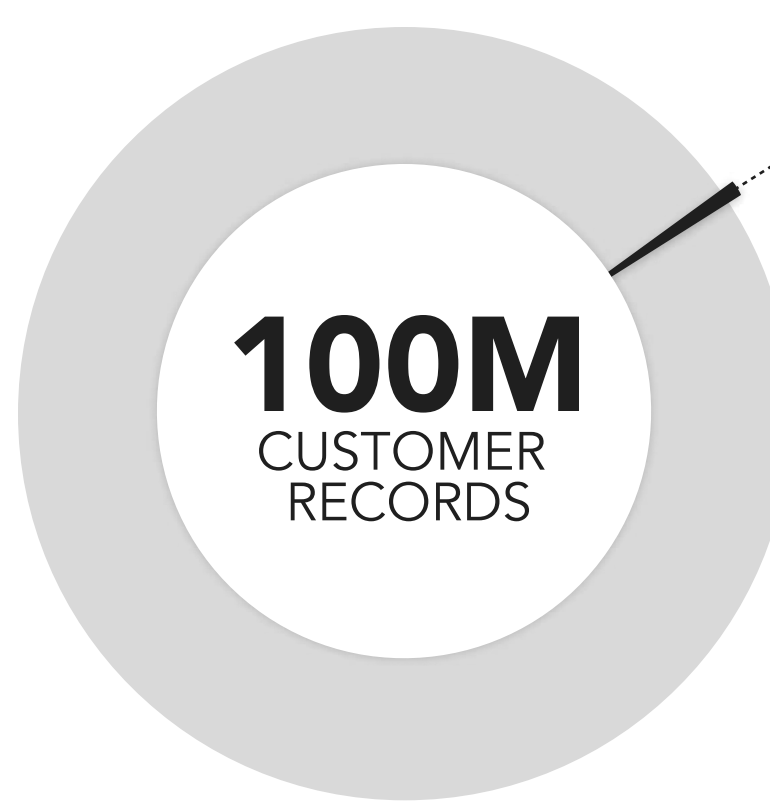
ORITA CLEANS, VALIDATES, LINKS & UNIFIES ALL OF YOUR CUSTOMER DATA IN JUST A FEW DAYS

Finally, your stack will deliver on its promise & activate data analytics for better decisions.

WHAT'S THE RISK POSED BY MESSY DATA?

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



2,000,000
DATA ISSUES

Check Out How Clean Data Improved Metrics For Amour Vert

REAL LIFE EXAMPLE

A popular interior decorating brand relies heavily on intelligence from Looker to keep its teams accountable.

The marketing team is accountable to new customer sales. But the data team suspects that the duplicate rate increases when they are not running a sitewide promo, because returning shoppers are creating a new account to take advantage of a first-time buyer promo.



How many of these buyers are actually new customers?



Has the marketing team met its goal?

CLEAN, UNIFIED DATA IS THE ONLY WAY TO ANSWER THESE QUESTIONS

DATA CLEANUP HAS HISTORICALLY BEEN HARD, SLOW AND EXPENSIVE.

Orita is here to change things up



Before Orita

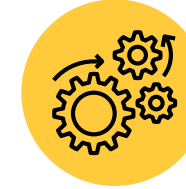
Depending on the amount of customer data coming in, cleaning and validation can be a full-time job



Building proprietary tech to link and unify customer activity and identity requires specialized expertise



Identity resolution has been too expensive for a growing brand



Legacy systems mean it could be 8 months before seeing the benefit of refined data

With Orita

Transfer your data to Orita with just a few clicks, then forget about it

We have the specialized expertise, which we used to build sophisticated machine learning models. Oh, and we keep up with the latest research

We'll clean your data for less than the cost of a MacBook Pro

We work with what works for you, and you'll see clean and unified data in less than 5 business days

WHY BUSINESSES OUTSOURCE?

It's expensive and hard.

CLEAN ■ ■ ■ ■ ■ EASY

Universal data hygiene based on more than 1MM checks on data types.

- Copy and paste duplications
- Remove and add punctuation
- Right format for the right data
- Casing methods

dmb@gmail.com

dmb2gmail.com

dmb@gmail.

d.m.b.@gmail.com

VALIDATE ■ ■ ■ ■ ■ DIFFICULT

Use logic to ensure the information makes sense for each specific data source & type.

Is this a real phone number?

211 is not a valid area code.
555 is not a valid prefix.
958 is a test prefix.

Is this a useful email address?

support@orita.ai
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 ■ ■ ■ ■ ■ HARD

Organize a single view of all customer activity and identity.

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**.

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