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5 Strategies For A Cleaner Account Engagement Database in Preparation For AI

Kiera Hodgson
Nebula Consulting,
Marketing Automation Consultant

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Objective

By the end of this presentation, you will...

- Understand the importance of data

- Have the tools to implement 5 strategies to clean your database

- Be better prepared for the future of AI!

WELCOME TO

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What does a clean database have to do with AI?

- Accuracy of AI Models

- Personalisation

- Predictive Analytics

- Segmentation

Don't just take my word for it...

> " Data is fuel for AI — without high-quality, trusted data, it becomes 'garbage in, garbage out.' AI pulling from data sources that are irrelevant, unrepresentative, or incomplete can create bias, hallucinations, and toxic outputs.

CLARA SHIH, SALESFORCE'S CEO OF AI

Strategy

1. Data Capture

2. Governance

3. Validation Process

4. Leveraging Automation Tools

5. Educate your teams

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1. Data Capture

User Friendly Forms

- Descriptive Placeholder Text

- Example of the format required

- Additional information to help the prospect

First Name*

Enter your first name

Last Name*

Enter your last name

Email*

Enter your work email address

Contact Number*

[+44] 000 0000 0000

SUBMIT

Note! Fields marked with an asterisk (*) are required and cannot be left blank.

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1. Data Capture

First Name*

Enter your first name

Last Name*

Enter your last name

Data Input Validation

- Advanced form styling using JavaScript

- Automate formatting input data
  - Capitalization of first letter

1. Data Capture

Protect your database from Bots

- Enable reCAPTCHA on your forms

- Prevent invalid data entering your system

☑ Enable explicit bot protecting using reCAPTCHA

✓ I'm not a robot

reCAPTCHA
Privacy - Terms

2. Governance

Who is responsible for data ownership in your team? ⟶ Ownership & Accountability

How is data being integrated from different platforms? ⟶ Data Quality Policies & Integration

Are you keeping an audit of explicit consent for data collection and processing? ⟶ Consent & Compliance

How long are you storing data for? ⟶ Data Retention & Deletion

3. Validation Process 🔍

Data Dictionary

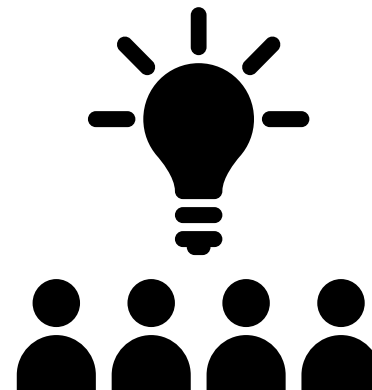Capture Invalid Values

Consistency Checks

4. Leveraging Automation Tools
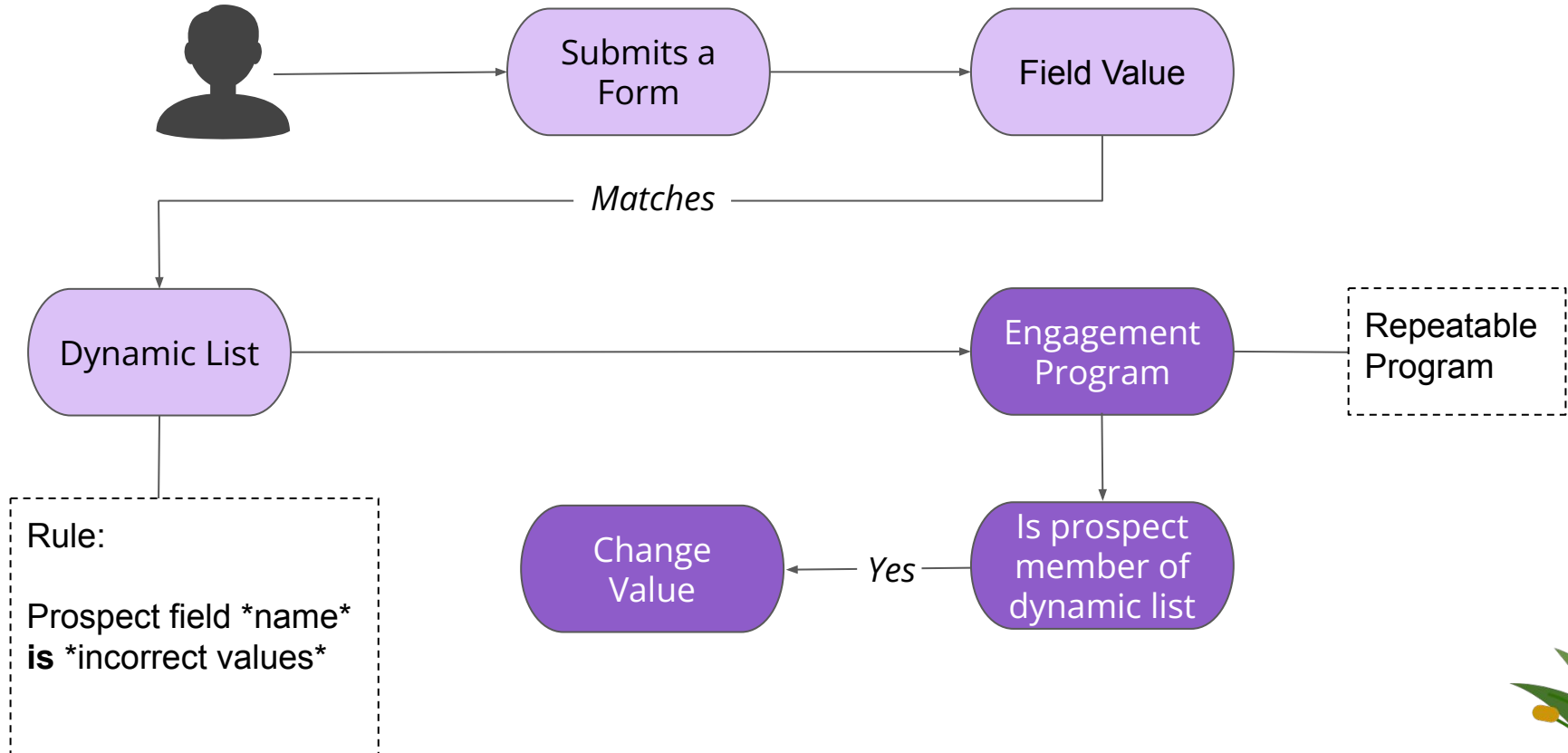
5. Educate your teams

Documentation & Resources

Role-Specific Training Sessions

Culture of Accountability

In Summary

Data

Thank You!