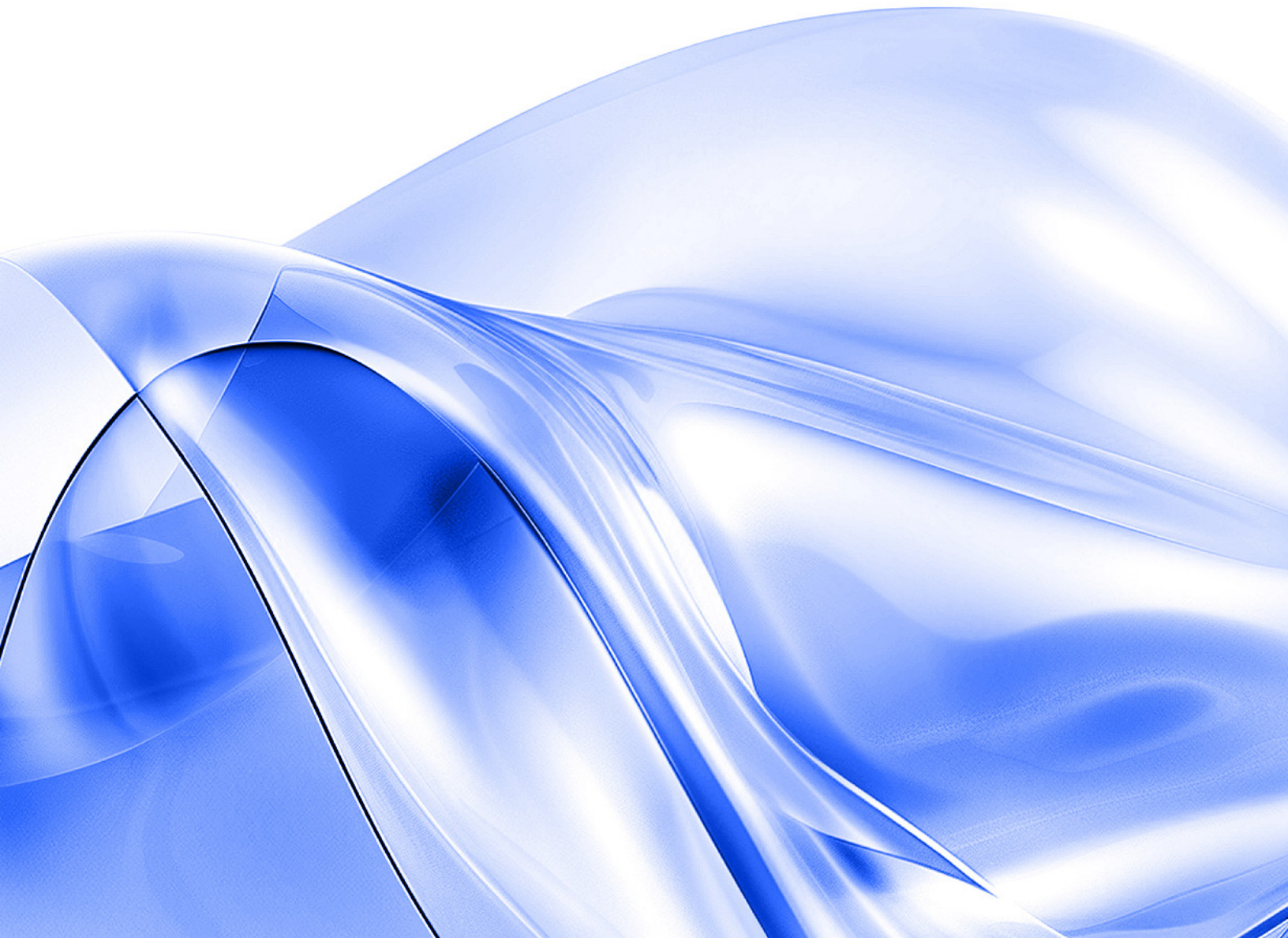# Datagence

Overview

Solving the marketing and revenue ops data trust challenge to drive performance and go-to-market results

It's that time in the quarter again. You're scrambling to prepare reports for the next executive or board meeting. You'll spend days cleaning, reconciling, and validating the data between spreadsheets. But even then, you don't fully trust the data. And you still have caveats throughout your report that will be the basis for critical business decisions.
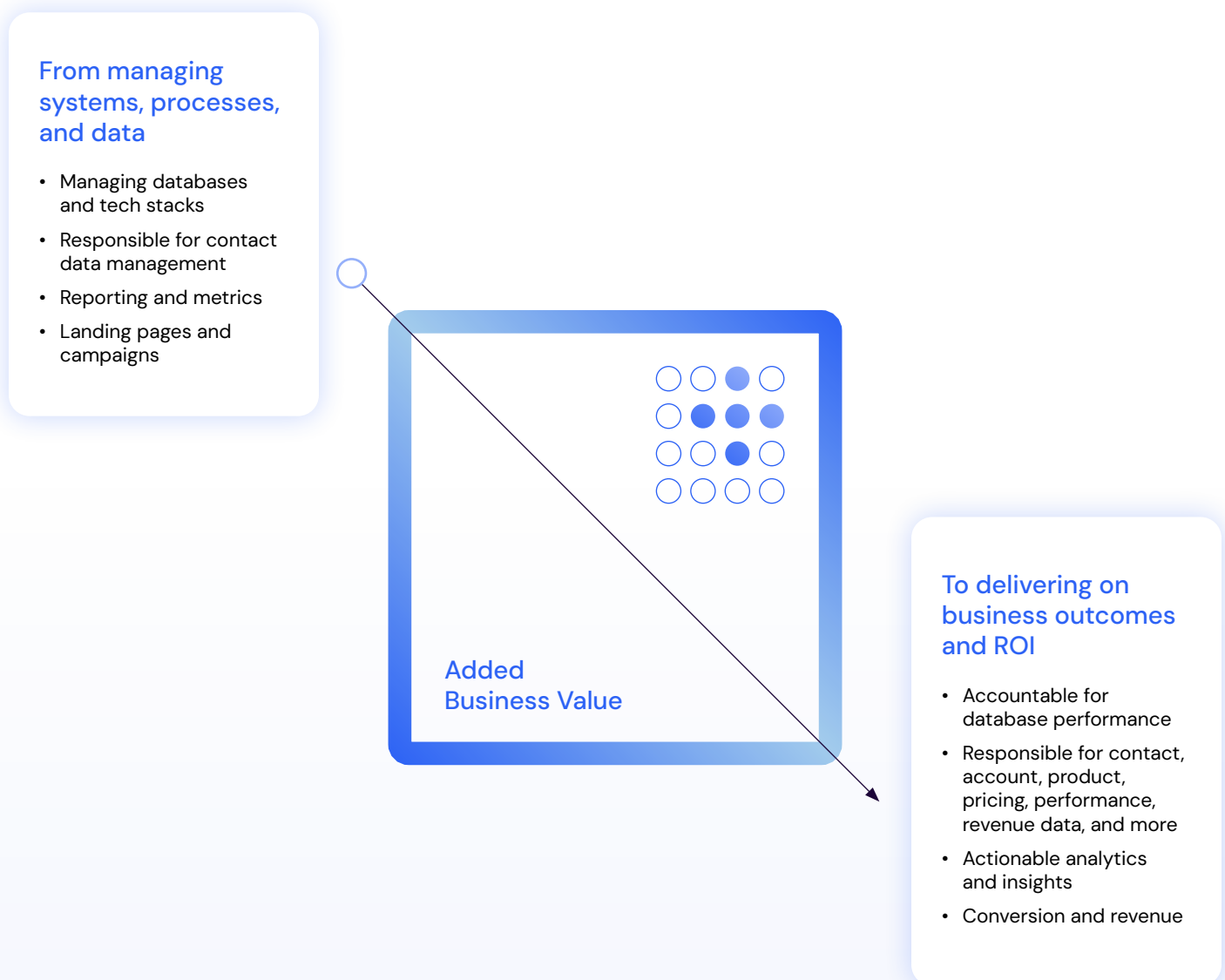
It's an all-too-familiar scenario that ops leaders face regardless of whether you're in marketing or revenue ops. Data is the lifeblood of revenue generation, and analytics is often messy, inconsistent, and incomplete. The problem is made worse by the explosion of marketing, sales, and revenue tools that businesses have adopted to drive go-to-market (GTM) strategies.

In fact, according to research by Scott Brinker, martech tools grew nearly 28% year-over-year from 2011 to 2024, which means the data that runs through them also grew exponentially. With the volume of systems, processes, and teams for you to manage, analyze, and report on, the integrity of data you and your stakeholders rely on for standout customer experiences, go-to-market strategies, accurate reporting, and informed decisions can't be an afterthought.

The role of marketing and revenue ops have become bigger and more critical to GTM success

CMOs and marketing leaders are more accountable than ever to deliver top-line revenue growth from marketing programs to executives and board members. Operations sits at the center controlling the levers across systems, processes, and teams to deliver on those performance and revenue outcomes, elevating the role and criticality for GTM success.

From managing systems, processes, and data

- Managing databases and tech stacks
- Responsible for contact data management
- Reporting and metrics
- Landing pages and campaigns

Added Business Value

To delivering on business outcomes and ROI

- Accountable for database performance
- Responsible for contact, account, product, pricing, performance, revenue data, and more
- Actionable analytics and insights
- Conversion and revenue

Marketing and revenue ops are the heart of GTM teams and strategies

Navigating the modern B2B buying and selling landscape and customer expectations for better, more relevant omnichannel experiences has put marketing and revenue ops at the center of GTM strategies. Data is the difference maker to drive customer and business expectations and experiences for businesses to remain competitive in today's accountbased, multi-channel, buying committee-driven, and AI-empowered world.

> "
> Trash in, trash out; no matter what shiny piece of martech you get, no matter how talented of marketers you have — if you don't manage your data and keep it clean, every effort you make will suffer.
>
> Sara McNamara,
> Marketing Operations Leader

Customers expect accurate and relevant experiences based on their roles, needs, and interests, regardless of the channel they choose to engage. Sales, marketing, and customer success must be ready to meet customers and prospects wherever they are on their self-directed journey with consistent and personalized communications that are helpful and deliver value.

Trusted data is the foundation for driving all these strategies.

As marketing or revenue ops, you must connect the notoriously messy systems, processes, and data to execute the campaigns, programs, and sales engagements that predictably deliver revenue targets.

Historically, alignment across the revenue team has been elusive. Sales, marketing, customer success, and account management each had a separate tech stack, systems, data, and operations team. More organizations are starting to understand the value and importance of integration, elevating the role of operations.

So, whether you're called marketing, sales, or revenue ops, bringing everything together with accurate, highquality data flowing freely is not an easy task and a non-negotiable for advanced GTM teams to meet customer and revenue expectations.
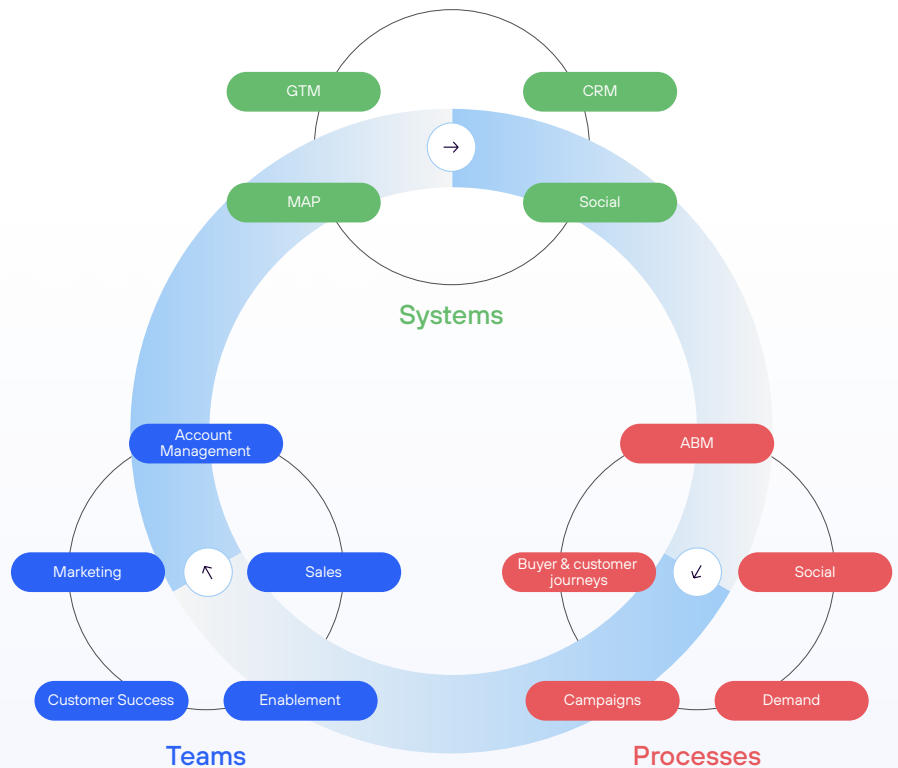
Data quality is not a new challenge

As former marketing and revenue ops pros, we understand your reality. Legacy data runs rampant from past contact data enrichment projects with questionable accuracy. Sales teams dumping data, list uploads, and manual clean up that suck up your valuable time.

Managing, cleaning, enriching, and validating data across multiple systems and processes feels neverending and fruitless. But sending a misdirected email with inaccurate customer information can cause meaningful professional and reputational harm. Making a sales call to a prospect with irrelevant information might be the difference between winning and losing an enterprise deal.

The abundance of global, regional, and local compliance and regulations means there are financial and legal implications for getting it wrong.

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Data trust and validation are imperative for marketing and revenue ops

In today's real-time, connected world, you need trusted and validated data to meet your business and customer requirements. Trusted data is governed data that moves freely across systems and applications, and is in the hands of the right stakeholders to make confident decisions and deliver relevant customer experiences.

When trusted and validated data is not prioritized, there are real business consequences—inaccurate forecasts, poor customer experiences, duct-taped workflows, underperforming campaigns, and frustrated sales and company executives.

The critical role of data trust in the revenue creation framework.

According to 6sense, ops plays a critical role in the performance drivers they've identified after working with high-performing companies across every stage of the revenue creation process. Data reliability is imperative and a difference-maker across many of these factors for success.

The revenue creation framework for ops.

Understand Your Market	● Target Market & ICP	● Persona/ Buying Team	● Intent & Buying Signals	● In Market Buyer Identification	● Competitive / Market Insight	Ecosystem	Trusted marketing, revenue, product, finance, and other data for a holistic, accurate view of your market
Define Revenue Strategy	● GTM Model(s)	● Segmentation	● Pipeline Plan/ Model	Territory Design	Budget Planning & Org Design	● RevTech Stack	Always-on trusted data to drive models, automation, segmentation, and campaign planning
Create Demand	Build Brand, Market & Category Leadership	Campaign Tiering & Planning	Reach Your Audience	Engage Your Audience	● Qualify Accounts & Leads	● Optimize Inbound	Trusted data drives targeted and relevant communications across buying committees, channels, and programs
Capture Demand	Revenue Plays & SLAs	● Prioritization	Routing / Assignment	Outbound Prospecting	Multi-Threading	● Activity Tracking & Inspection	Trusted performance data to drive campaign and investment optimizations
Manage Opportunities	● Sales Process	Sales Content & Enablement	Buying Team Engagement	● Forecasting & Deal Inspection	Accelerate Deal Cycles	Quoting & Contracting	Trusted data accelerates relevant sales conversations, marketing campaigns, and deal forecasting
Grow Customers	Onboarding / Adoption / Usage	Stakeholder Engagement	Customer Community	Competitive Risk	● Cross-Sell	Advocacy	Trusted data identifies customer needs and opportunities to delight, renewal, and cross-sell/upsell

● = Where data reliability plays a key role

Datagence

The Datagence data trust solution for marketing and revenue ops

Datagence was founded by a team of passionate data quality, business , and operations pros tired of accepting "disconnected, unreliable data" as the status quo for business. We believe quality data is attainable for every organization, where designated users can trust and rely on all sources of their data to make faster decisions with greater accuracy, gain business insights, and increase operational efficiency.

Unlike traditional data quality point solutions, generic fixes, or expensive consultants, Datagence is a straightforward and seamless approach. Our expert-led services, proven processes, and powered by Polus—our patent-pending data trust technology—deliver clean and validated data without requiring you to manage yet another platform or commit to a one-size-fits-all, black-box solution.

Datagence handles the heavy lifting to unify, validate, and standardize data for seamless, worry-free, and costeffective solutions to power your segmentation, targeted campaigns, personalized outreach, analytics, and reporting.

The Datagence Business Data Reliability solution for revenue ops

Data Unification

Step 1: Data unification connects siloed data and ensures smooth operations.

Data unification is a critical step for getting a holistic view of your siloed data and systems. Polus takes your mission-critical data, which is often locked up across disparate systems, sources, formats, and processes, and automates the unification to provide a complete and accurate view of required data. Connecting data establishes an organized structure, so you can confidently make decisions and apply the data to your sales, marketing, and customer success campaigns and programs

Business Apps

MAP

CRM

Ops Data

ERP

Vendor Data

Cleanse

Normalize

Deduplicate

Create a single view of your data

◉ Data Quality Engine

Step 2: Polus delivers a trusted and reliable data stream for your marketing and revenue ops systems, processes, and programs.

At the core of the Datagence solution is Polus. It executes your data trust and validation requirements with a proven process and set of applications using patent-pending technology, ensuring you never worry about unreliable data again.

Polus continuously unifies, validates, and standardizes disconnected data in platforms and tools, such as Salesforce, HubSpot, Adobe, and Snowflake, into a single, clean master record. As new data is added, it remains trusted and validated for segmentation, targeted campaigns, personalized outreach, analytics, and reporting.

How Polus works

Polus applies the following steps to support your marketing and revenue ops initiatives:

- Validate every record and verify against our global identity graph for accuracy and authenticity
- Enrich validated records from multiple sources with missing or additional fields while adhering to pre-set rules
- Standardize data against global ISO 8000 specifications, ANSI, or any custom standard set by your organization
- Purify the data to remove errors, duplicates, and inconsistencies, and deliver data back into your systems according to any custom rules
- Authorize user consent and maintain compliance with global regulatory or organizational standards for who, what, when, and where data can be accessed
- Segment the data to support downstream marketing systems for precise targeting and relevant communications

✦ **Polus** GEN 1

Data Trust Fabric

We apply adaptive intelligence and patented methods to validate, enrich, standardize, and deduplicate fragmented data, creating dynamic, portable datasets that fuel trusted governance and accelerate downstream business outcomes.

Enrich · Standardize · Validation · Deduplication · Assess · Authorize

Data quality, business, and operations experts are by your side and accountable for your success.

Consider us as part of your team. Whether you have an entire revenue team, or just you, Datagence is accountable for your results and success.

Datagence provides expert-led full-service advisory, taking the burden off you. Our team of former marketing and revenue operations pros brings the expertise, technology, and processes to tackle your strategic investments, delivering worry-free data trust and reliability to your organization.

Additional expert services are also available, including:

- Building data governance standards for immediate and ongoing trust and reliability
- Certifying your organization's data with ISO 8000 and ANSI standards for tech interoperability
- Administering employee training on data governance standards
- Ongoing data health assessment and quality services to maintain the trust and value of your data investments

Expert guidance and accountability by former marketing and sales operations pros can scale up or down based on your business needs and resources.

⫘ Datagence

Datagence's mission and focus is on your business data reliability and success. We recognize that data reliability is not a one-and-done event, and achieving data quality requires more than just software and technology. You need a shift in process and mindset. Many organizations and their leaders struggle to navigate the change management necessary to retain the integrity of their data and make it actionable for business.

That's why, alongside our process and technology, we have a team of trusted data experts who understand what it takes to execute data initiatives successfully. Our team has decades of expertise leading data, technology, and business transformations, and we partner directly with you or alongside your partner firms every step of the way. Not only do we help organizations achieve data reliability, but we're also participating in setting the data quality standards as members of the United States Technical Advisory Group for Risk Management (US TAG).

Together, we solve your data reliability challenges so you have actionable, trusted data you can be confident will deliver the results you need for your business to thrive.

For more information, visit:

DATAGENCE.IO