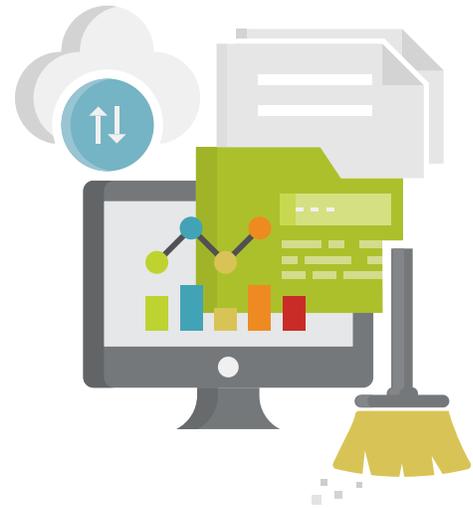# Data Services Suite

Did you know that the cost of dirty data costs enterprises at least $4 million annually?* Or that duplicates can increase your Marketo licensing costs as they count against your Marketo database limit?

Digital Pi has created a suite of services to help you regain control of your data, fast.

Digital Pi Dedupe

Have duplicates invaded your Marketo database? We'll work with you to define rules that match your business needs and significantly reduce those pesky duplicates. Our rules-based, point-in-time service allows for a one-time mass clean-up of duplicate records.

SERVICE

This white-glove service reduces your duplicate problem. There is no need to learn any software or get training on any new processes.

- Digital Pi will consult with you to develop a custom merge script to meet your business needs.
- Identify and reduce duplicates in your Marketo system on a one-time basis.
- Set custom rules to determine the winning lead (for example "the oldest Contact-type wins unless an important custom field is a particular value")
- Selectively update the winning record's fields to override Marketo's default merge logic.
- Run a "preview" to identify the merges and updates that will be made for review before updating any records.

REQUIREMENTS/LIMITATIONS

- The Digital Pi Dedupe service is a **point-in-time deduplication** cleanup. For ongoing duplication management, we recommend purchasing a deduplication product such as RingLead (as partners we can help) or running the Digital Pi Dedupe service periodically
- The Marketo API only supports deduplication for SalesForce CRM (Microsoft Dynamics not supported).
- Duplicate removal will only sync to CRM if proper permissions and validation rules are set on the CRM side.

INVESTMENT

Digital Pi DeDupe starts at $7,500 for databases up to 1 million records with up to three duplicate passes. Additional charges may apply depending on the complexity of your required custom merge rules and to help debug Merge issues due to SalesForce permissions and validation rules.

* Source: Integrate: The Cost of Bad Leads

Digital Pi Rewind

Oops, you've done it again! Data updates, mistakes, or overrides can cause panic. Have you ever updated your Marketo with the wrong data? Imported a list that overwrote essential fields? Or the wrong fields? Want to capture original data collected that was normalized for auditing purposes?

Step in Digital Pi Rewind.

SERVICE

- Digital Pi Rewind reverts your data back to a prior stage. What may be overwritten, might be restorable. We'll use our custom API Marketo script s to grab values from the Marketo Activity Log and restore them back to their original form, or mine and analyze for future analysis.
- Recover data from a previous time period for review.
- Restore values that were overwritten or Prepare data for future analysis

INVESTMENT

Starting at $5,000 for databases up to 1 million records, the Digital Pi rewind should be performed on a timely basis to ensure optimal results, as Marketo purges some data from the activity log within 90 days.

Digital Pi Normalize

United States, USA, United States of America, US. Which one is it? Different versions of the same data can wreak havoc on a system. With Digital Pi's set of Marketo normalization campaigns and processes in place, that data will get adjusted as it hits the system to eliminate data inconsistencies.

For example, your CRM may require a two-digit **State** value. If you import a list of leads into Marketo with a **State** value of *Rhode Island,* your CRM would likely reject the record and cause data sync issues.

In other cases, you might have hundreds of forms with slightly different pick lists. Editing every single form is both time intensive and error prone.

SERVICES

With Digital Pi's set of Marketo normalization campaigns in place, that data will get adjusted as it hits the system to eliminate data inconsistencies. We can even do this at the form level through APIs before that data hits your system.

Example campaigns include:

- State (Colorado = CO)
- Country (United States = US)
- Industry (BioTech = Biotechnology)
- First and Last Name Title case (ben = Ben)

INVESTMENT

Investment depends on needs.

Notes

Data changes may impact other existing processes such as lead scoring, alerts and other Marketo processes. We highly recommend auditing some of those ongoing campaigns to avoid any potential disruptions. One-time cleanup services are also available.