



# DATA CLEAN, ENRICHMENT AND COMPLIANCE

Dynamics-Cognism Refresh is a best-in-breed sales and customer data cleaning, enrichment and compliance solution. Ensure that you work with actionable and operational data natively within your CRM.

## FEATURES

- ▶ Lead and contact data analysis
- ▶ Data cleaning
- ▶ Data enrichment
- ▶ GDPR data compliance engine

## BENEFITS

- ▶ Maintain and protect value of data
- ▶ Eliminate manual data operations
- ▶ Increase sales and customer relations
- ▶ Stay GDPR compliant

### ▶ ANALYSE THE QUALITY OF YOUR DATA

Cognism Refresh cross examines your data against the unique Cognism data asset. This database comprises 400 million B2B profiles that are updated in real time using NLP-natural language programming. Discover your data's true value.

Data Analysis Result	
Total Records	100
Matched Records	77
Percentage of Outdated Records	74.00
Outdated Records	74
Fresh Records	26
Progress	100%

### ▶ UPDATE YOUR OUTDATED DATA DIRECTLY

Action your identified stale and incomplete data. Natively and within a quick workflow, update your data. Gain:

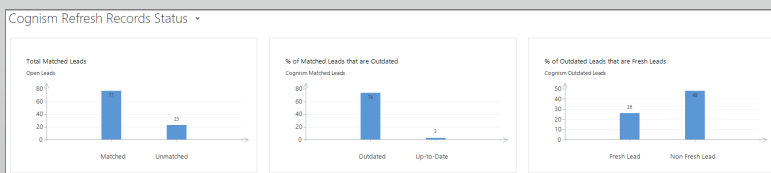
- Improved data accuracy
- Enriched record data fields
- Ensured compliance provision.

Name	Company...	Email	Matched	Outdated	Fresh	Changes	Compliance
Ajay Gupta	Deloitte	ajykgup...	Yes	Yes	No	Job title change	Review
Alban Delort-L...	Bain & Com...	Alban.De...	Yes	Yes	No	Company Change	Review
Alexandra May	Deloitte	amay@d...	Yes	Yes	No	Job title change	Review
Alfonso Cuenca	Deloitte	algarciac...	Yes	Yes	No	Job title change	Review

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### ▶ MAINTAIN AND PROTECT THE VALUE OF YOUR DATA

Increase your understanding and confidence of the quality of your data. Learn insights about your various data segments over time.



## SOLUTION

While using Dynamics-Cognism Refresh, your organization will be able to:

- **Analyse** state of your CRM data
- **Clean** all stale data
- **Enrich** data for greater use
- **Check** data for GDPR compliance

LEARN MORE AT

[cognism.com/cognism-refresh](http://cognism.com/cognism-refresh)

DOWNLOAD APP AT

[bit.ly/D365-Cog](http://bit.ly/D365-Cog)

As trusted by:



**COGNISM** IS ON A MISSION TO ASSIST OUR CUSTOMERS IN IDENTIFYING THEIR NEXT BEST BUSINESS OPPORTUNITY AND TO PROVIDE ACTIONABLE OPERATIONAL DATA IN THE PRIVACY AGE. WE AUTOMATE YOUR PROSPECTING, CLEAN AND ENRICH YOUR CONTACTS AND DRIVE YOUR SALES AND MARKETING METRICS TO THE NEXT LEVEL.

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