

DATA MANAGEMENT

Business Intelligence

Department

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— SOLUTIONS —

What does Data Management include?

In one sentence: Data Management is the practice of collecting, organizing, processing, archiving, and maintaining data.

If you're running a data-informed campaign, data management is going to be part of the recipe for your success. Generally, the duties included in data management can be broken down into a few categories:

COLLECTING: OBTAINING THE DATA THAT IS NEEDED

- Running counts of data availability
- Updating targeting criteria
- Appending data with supplemental third-party information

ORGANIZING: CLEANING AND STRUCTURING DATA FOR USE

- Grouping records
- Standardizing data types and formatting

PROCESSING: TRANSLATING DATA INTO USEABLE INFORMATION

- Adding contextual information to records
- Performing calculations

ARCHIVING: MOVING INACTIVE DATA TO LONG-TERM STORAGE

- Storing data for daily usage in aggregated infrastructure
- Purging information for compliance regulations or optimization

MAINTAINING: AUDITING, ORGANIZING, AND CORRECTING STORED DATA

- Updating with most recent action(s) taken
- Flagging Do Not Contact records

Depending on your specific situation, you may opt to [handle data management internally](#) or [outsource data management services](#), or choose a hybrid of the two.

Managing Data Internally

In one sentence: Managing data internally may be the best solution if you are handling a lot of data, have time to build necessary infrastructure and processes, and are looking for a long-term solution.

BENEFITS

- Full autonomy
- Infrastructure, processes, etc. developed are your intellectual property
- Dedicated hours per employee

DRAWBACKS

- Internal training, procedures, etc. must be developed
- Greater opportunity for inefficiencies and mistakes when developing
- Loss of knowledge if employees leave
- Time-consuming, more work to scale

IDEAL FOR:

- Large companies
- Large data volume
- Budget allocated to infrastructure development, maintenance, etc.
- Needs are highly specific and require significant customization

Data Management Services

In one sentence: Outsourcing data management may be the best solution if you are using a smaller volume of data, need to move and adjust quickly, or are looking for a short-term solution.

BENEFITS

- Greater efficiency and error mitigation
- Flexibility in manpower without having to go through hiring process
- Easy to replicate in new offices, companies, etc.
- Benefit from knowledge and expertise gained by serving multiple clients, industries, etc.

DRAWBACKS

- Less control
- Customization may be limited or have additional cost
- Don't own infrastructure, etc.
- May not have as thorough understanding of business or industry

IDEAL FOR:

- Small to mid-sized companies
- Small to mid-sized data volume
- Budget limitations
- Short-term or trial solutions
- Beginners or those with less experience