nventiv.ai >> Schemas™

Ready to power up your marketing engine?
Leverage **nventiv Schemas™** – our product templates for AI-driven marketing success that can help you bridge the gap between vision and results.

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Schema >> *n-tegration*™

Data Connectivity Review

Overview

***n-tegration*™** evaluates how well your data sources and marketing tools, especially CDPs, campaign management and CRM solutions, are integrated and aligned with your business goals. "Data connectivity" describes the ability to connect, access, and use data across different connected platforms, both internal and external, enabling you to deliver personalized and relevant experiences to your customers, and to track, measure and report on the effectiveness of your marketing efforts. The approach is solution-agnostic, but we bring particular expertise in Salesforce CRM, Salesforce Account Engagement (Pardot), Hubspot, Tableau and other tools.

Measurable Outcomes

- Improved Return on Marketing Investment
- Increase Conversion Rates
- Increase Customer Long-Term Value
- Decreased Churn/Increased Repeat Purchase Rate

Listed outcomes are representative only, and specific outcomes this Schema™ will address may vary depending on your industry, target audience, and business goals.

Derived Benefits

- **Enhanced Data Quality and Consistency**: ensure aaccuracy and reliability across different marketing platforms.
- **Improved Customer Experience**: Deliver more personalized and relevant customer interactions through seamless data integration.
- **Increased Marketing Efficiency**: Streamlined data management processes and reduced time spent on data integration tasks.
- **Optimized Marketing Spend**: Better allocation of marketing budget through improved data-driven insights.
- **Accelerated Time-to-Market**: Faster launch of new marketing initiatives through efficient data access and utilization.
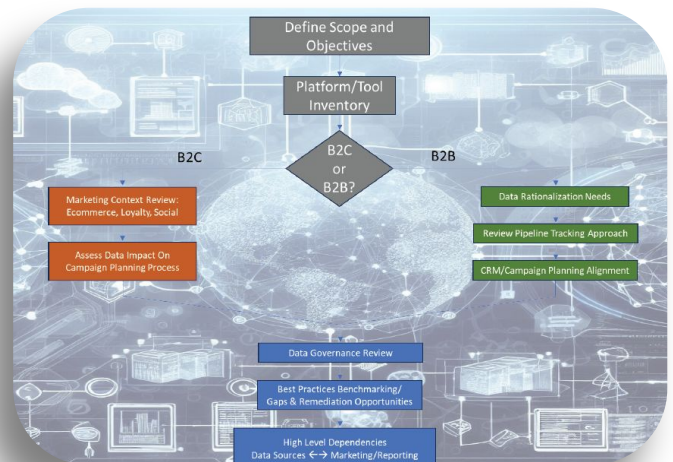
Foundational Approach

1. **Align on Scope and Objectives**
2. **Perform Platform and Tool Inventory, Data Quality Review**
3. **Data Governance Benchmarking and Best Practices**
4. **Data Connectivity Assessment**
5. **Evaluation of Data Infrastucture Ability to Support Marketing Objectives**

To learn more about our comprehensive suite of solutions, visit nventiv.ai/contact-us