AUTOMATED ANAGRAPHICS FOR ADVANCED ANALYSIS

APPLICATION CONTEXT

- **Improvement of Lead Generation quality in Retail Marketing (Fashion, Utilities, Telemarketing, Finance, etc..)**

- **Optimization, analysis and enrichment of personal databases**

- **Data classification and validation to make advertising strategies and product promotions more effective**

- **Automation of Data Entry operations (System Integrator, E-Commerce, Retail, Banking)**
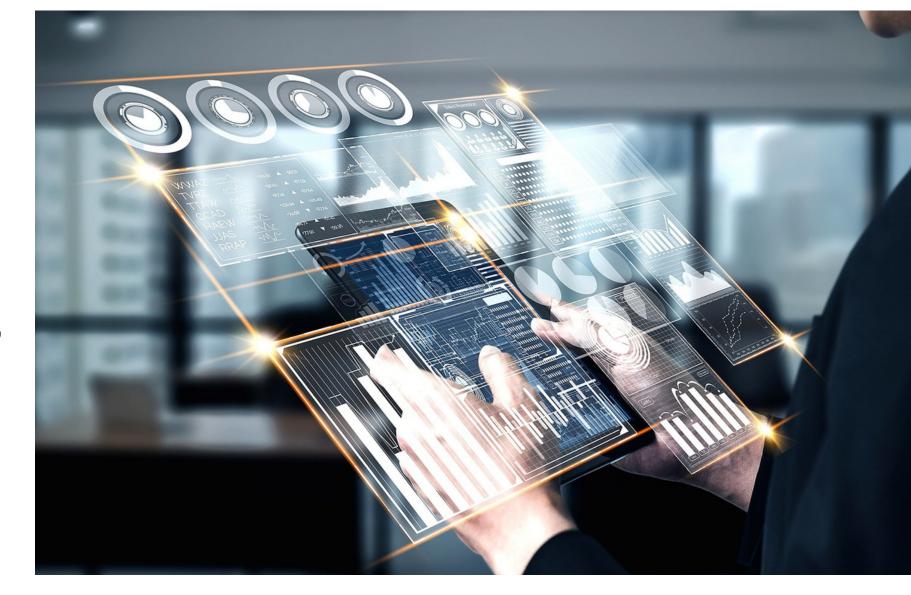
SOLUTION

Hera (HEuristics Relationship Analytics) is a Data Cleansing software capable of:

- identify and classify all the elements of a personal data (name, surname, company name, etc...) thanks to a large database
- normalize and validate data in a structured way by correcting spelling and transcription errors
- perform Data Enrichment operations on normalized data
- validate email addresses and phone numbers

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CASE HISTORY

By using Hera, our customers have been able to:

- obtain complete and correct personal data during the purchase process through E-Commerce channels
- have a standardized database in order to correctly perform Data Analysis operations
- increase the performance of Direct Mailing shares (Utilities, Fashion, GDO, Banking, etc...)
- make marketing strategies more effective and profiled