

# LIST HYGIENE SERVICE FOR ORACLE RESPONSYS

Well-maintained customer data is the key to any successful marketing program. Inaccurate, duplicate, or outdated customer records can cost you time, money, and customer engagement. Oracle Responsys' List Hygiene tool gives you valuable insights into the health of your customer data, and Shaw/Scott is here to help you make sense of it all.



## What is List Hygiene?

This latest tool leverages advanced technological automation expertise to review your customer data, provide insight into your marketing data integrity, and deliver the results directly to your email inbox. By running aggregate data functions, it can help you examine various aspects of your platform, and make it possible to answer important questions such as:

- / How many duplicate emails have you sent in the last 7 days?
- / How has your list grown in the last 6 months?
- / What is the rate of change for your various engagement segments?

Our team will help you identify the key considerations for stakeholders, create customized reports to fit your needs, and schedule report sending cadence.



## What features are included?

- / Highly customizable settings to help track segmentation trends, total counts for regularly used targeting segments, and more.
- / Insights into data integrity, including which columns contain duplicate values, how many records are being updated regularly, and more.
- / User-focused cadence so you can send reports directly from the platform to key marketing and database stakeholders.
- / Dynamically displayed data that alternates depending on the recipient.
- / Potential for visualization considerations, graphing functionality, and more.
- / Easy setup takes less than two weeks and is handled by our tech experts.
- / Low start-up costs make automated services more accessible.



## What issues does it address?

- / Provides advanced reporting capabilities not currently available in Responsys.
- / Allows trend data to be stored and exported for further analysis.
- / Identifies duplicate values that could result in improper data updates and double sends to customers.



## Who would benefit from this service?

List Hygiene is available for Oracle Responsys customers who:

- / Have experienced errors due to inaccurate data.
- / Rely on automated tools or may not have data teams available to perform maintenance and analysis.

## Get started

Email our team at [evolve@shawscott.com](mailto:evolve@shawscott.com) to learn more about how List Hygiene could help you make the most of your customer data.

Over the past 10 years, Shaw/Scott has successfully on-boarded, implemented, and supplied post-sales support for countless clients. We have reached great lengths to ensure they are nothing short of thrilled with Oracle's revolutionary capabilities and our first-class services.