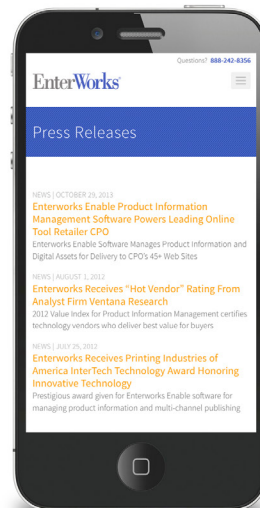
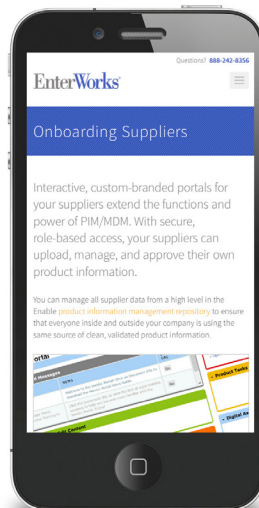
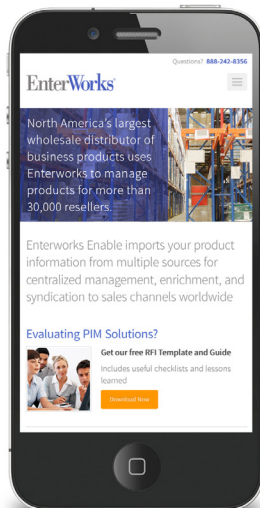
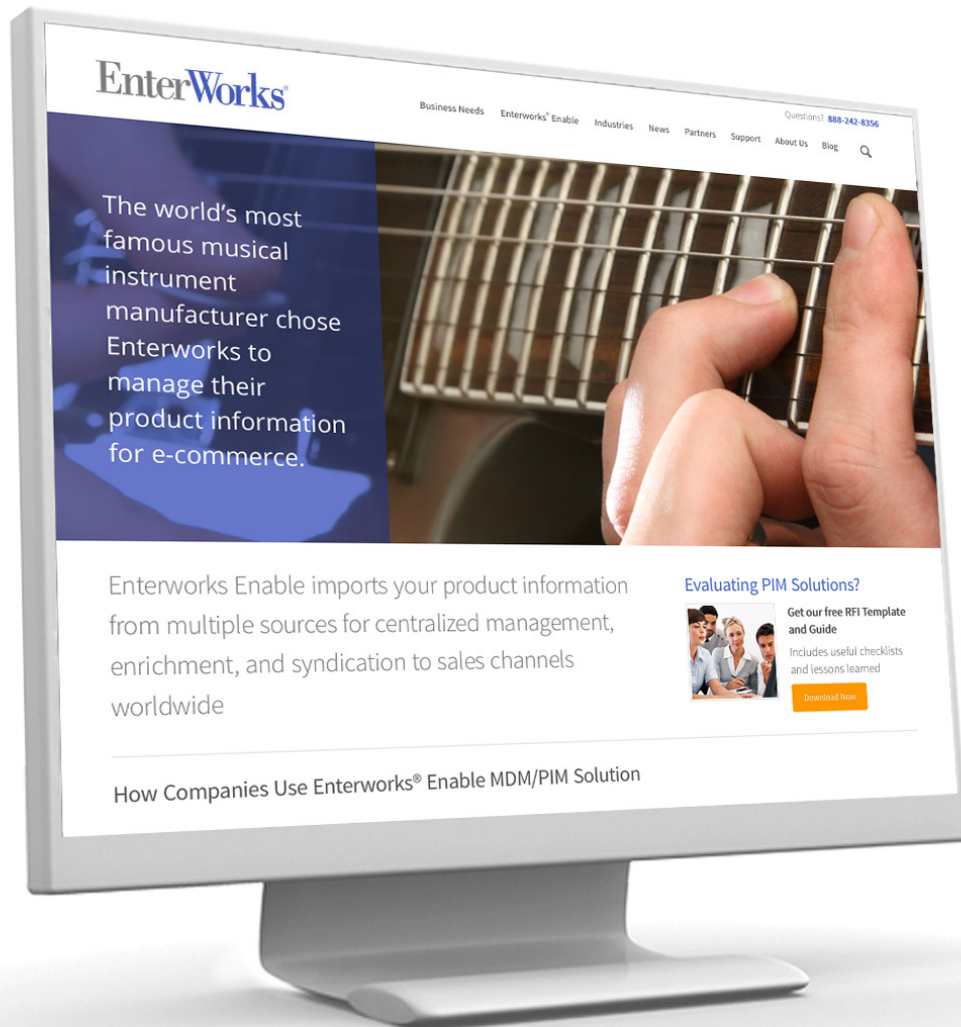


Enterworks

- Situation** Enterworks develops and markets a Product Information Management (PIM) software solution that enables large suppliers, distributors, and retailers to manage and communicate their brand and product information across multiple channels with greater accuracy, speed, and consistency. The PIM product is expensive (\$250K and up), involves a long sales cycle (6–12 months), and involves engagement with multiple touch points throughout prospective customer organizations.
- When TDC was brought on board, Enterworks was seeking to raise its brand awareness, define its product benefits more clearly, and generate a steady stream of qualified leads for its sales team. It also needed a more up-to-date and appealing website and, most importantly, a more search-friendly and robust digital communications and content marketing platform.
- Solution** We developed a marketing campaign that included a revised positioning strategy, messaging sets, a more consistent and attractive look and feel for all of its marketing assets, and most significantly, a content marketing strategy to help strengthen Enterworks' thought leadership and industry authority. To bolster lead generation, we established a paid search campaign with Google AdWords. We also incorporated key words and phrases from the campaign into the Enterworks website and blog to optimize search results. The ad campaign linked to a landing page with a gated whitepaper download offer so that Enterworks could gather valuable contact information.
- To carry out our content marketing strategy and build the foundation for Enterworks' content marketing campaign, we implemented several blog postings per week. These featured content repurposed from existing Enterworks content assets, including whitepapers and customer case studies, as well as relevant PIM industry articles. Additional content included interviews with key Enterworks officers for posting on the company blog and social media outlets, including Twitter, Facebook, LinkedIn, and Google+.
- Result** Our digital and content marketing program helped drive positive results for Enterworks. Our PPC campaign was instrumental in increasing website traffic by 125%. Our content marketing and social media campaign increased organic search results by 50% and also helped lengthen the average view times for pages from under a minute to 2½ minutes. Most importantly, our blog postings and lead generation efforts resulted in 280 prospect leads. Ultimately, the success of our work helped contribute to the acquisition of Enterworks by a venture capital fund.

- website
- mobile website



- white papers
- case studies
- ebooks



Quality Audit

data quality framework should highlight a number of areas fixed. As Ramchandra and Srikant point out, these dimensions are of sins we most commonly associate with poor-quality data: business rules, duplicate records, and missing or incorrect

u need to pull a
essment in order
ails to live up to the
he audit should
late entry and
nsistent with the

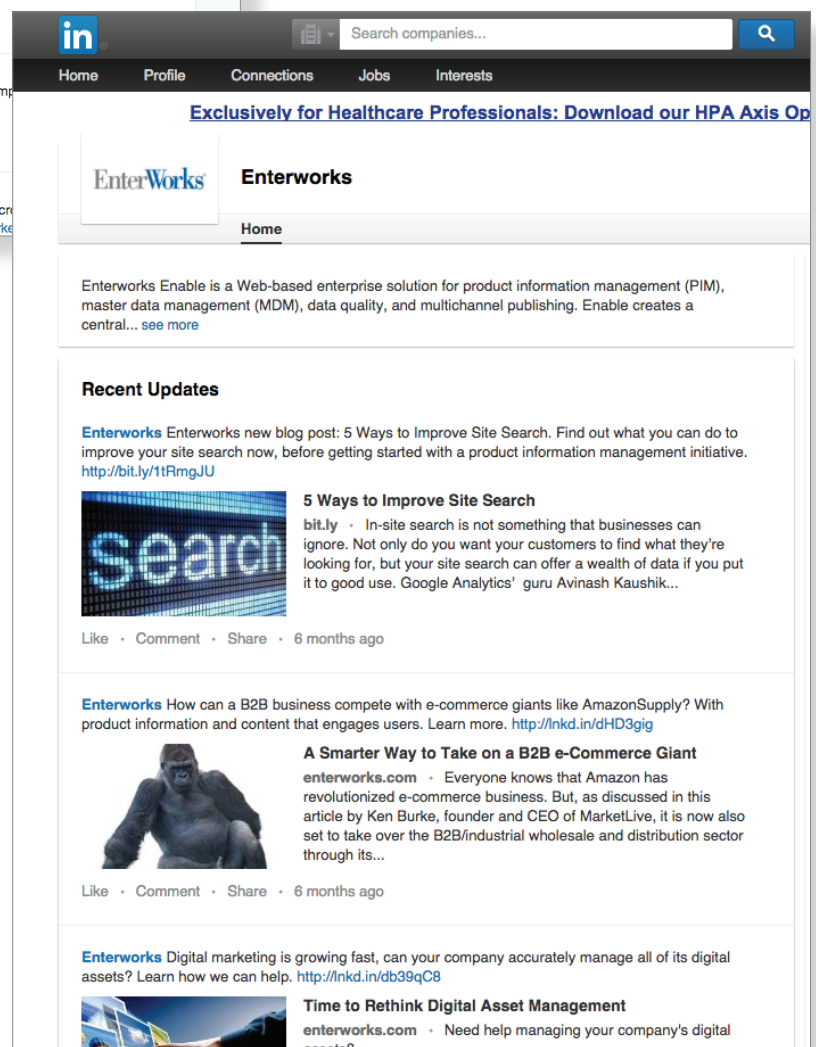
According to business analytics consultant Sanjay Kumar, the audit should reveal the condition of:

- Basic data statistics and frequency analysis (patterns, unique count, occurrences, etc.)
- Missing and duplicate attributes of the master data (name and address analysis, etc.)
- Incorrect and out-of-range value analysis
- Data profiling and analysis as per predefined business and technical rules
- Cross comparison of data elements between source systems
- Data irregularity analysis (heterogeneous spelling, mixed case, etc.)

The report produced by this audit, in combination with the data quality framework, will define terms for all involved in the project and help quantify the level of data quality work that needs to be done in advance of the actual PIM deployment.



- twitter page
- linkedin page



- blog page
- blog posts

