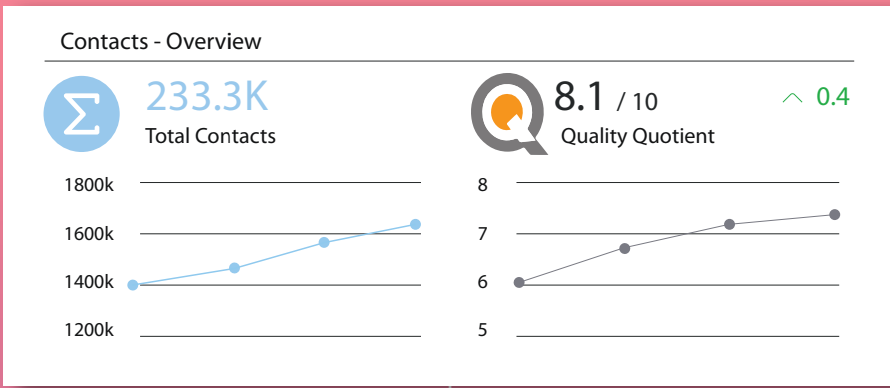


# DATA HEALTH

DataGenie scrutinizes CRM data quality with detailed visualization of your data which enables you to identify problem areas and keeps you ahead of stale data.

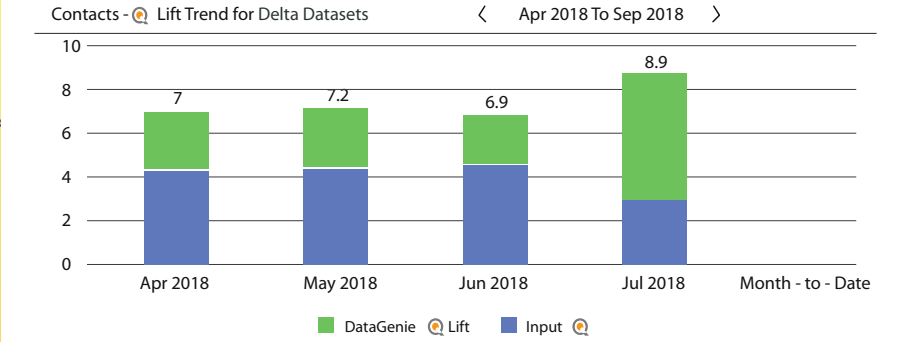


# CONTACTS OVERVIEW



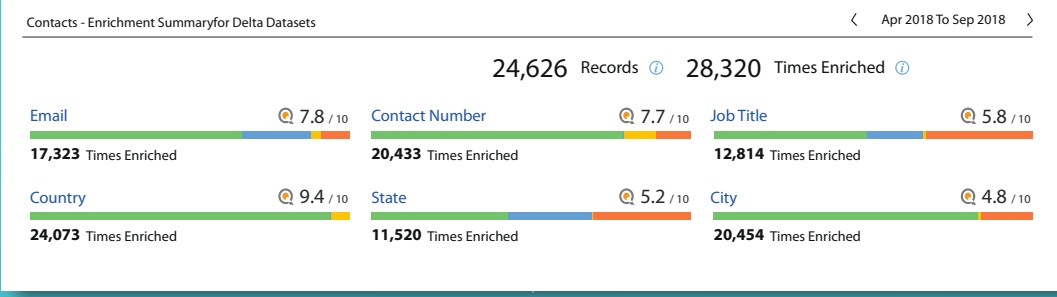
## Contacts Overview

- Current contact record count and Quality Quotient for all Contacts
- Trend of record counts over last 3 months + current month
- Trend of (All) Contacts Quality Quotient over last 3 months + current month



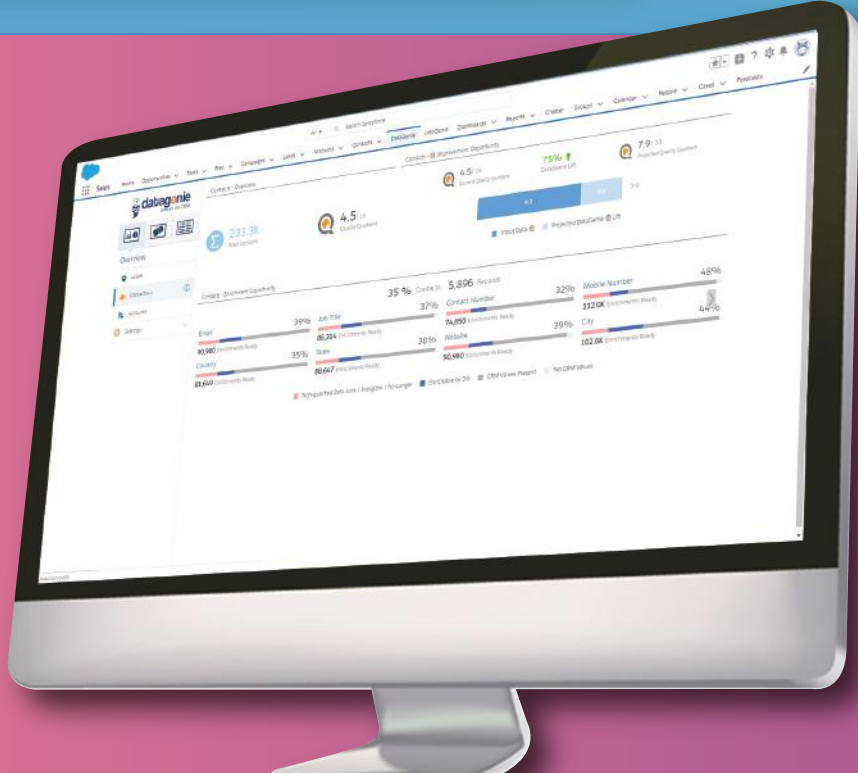
## Contacts - Lift Trend

Trend of input Quality Quotient and DataGenie Quality Quotient Lift over last 5 months + current month with option to view data for past months

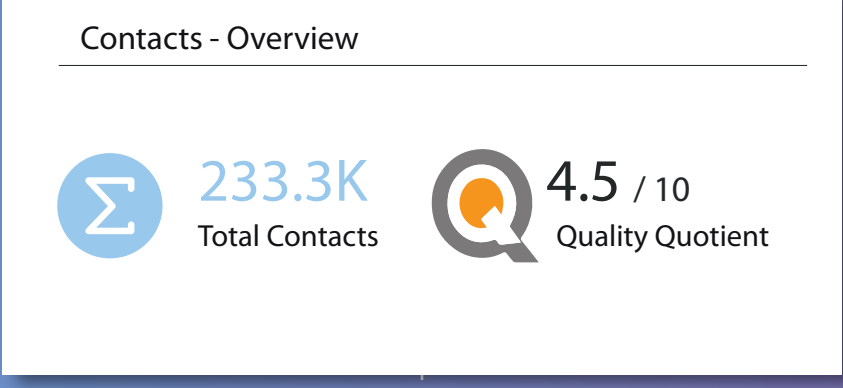


## Enrichment Overview

Summary of enrichment performed by DataGenie during month – month to date with option to view data for past months shown only for fields to which DataGenie currently writes to

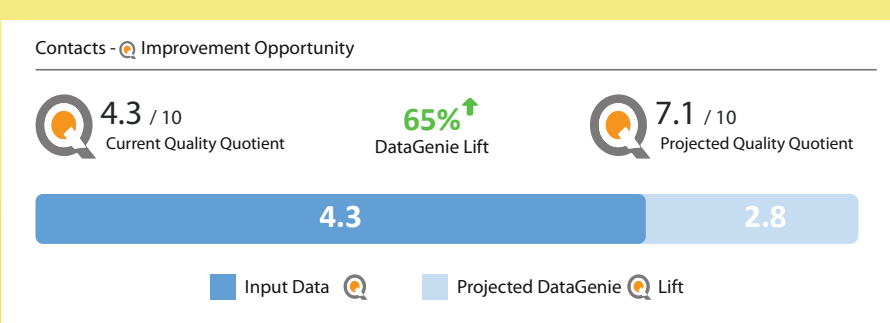


# ENRICHMENT OPPORTUNITY



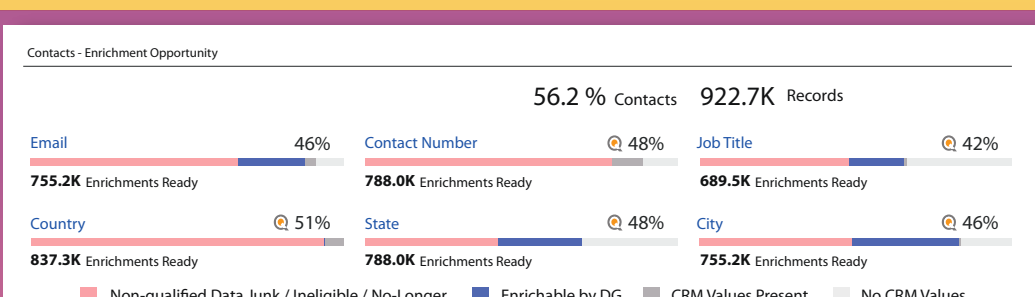
## Contacts Overview

Current Contacts record count and Quality Quotient for all contacts



## Contacts - Improvement Opportunity

Projected Quality Quotient lift after data Push



## Enrichment Overview

Projected enrichment for fields that DataGenie has on offer