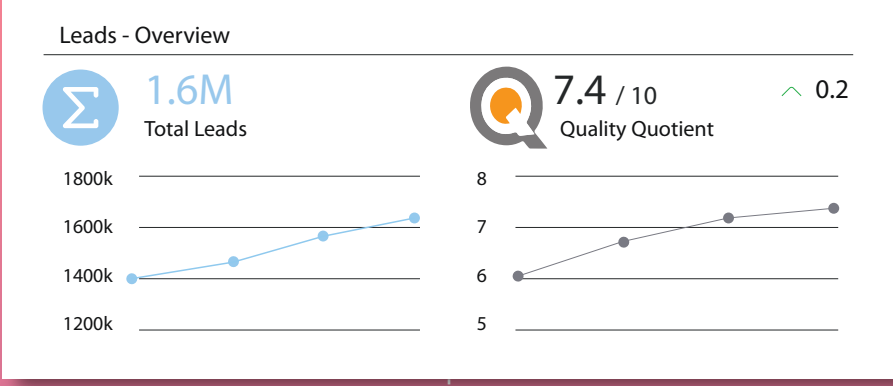


DATA HEALTH

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.

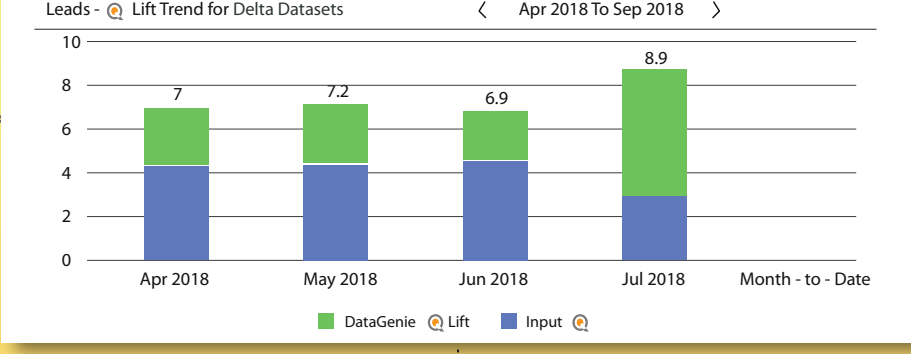


LEADS OVERVIEW



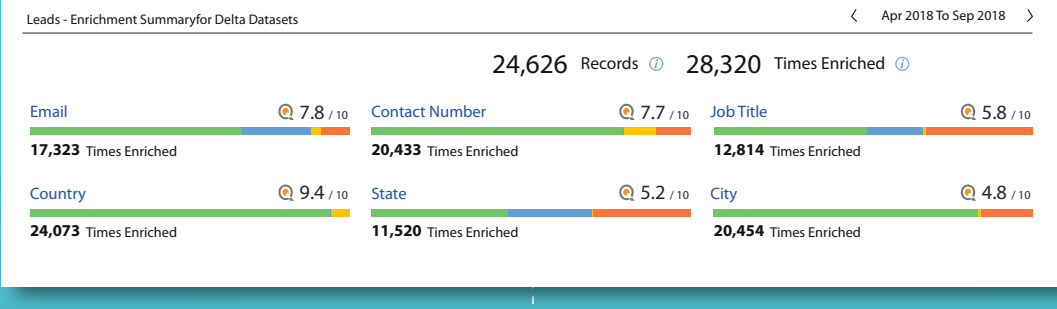
Leads Overview

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



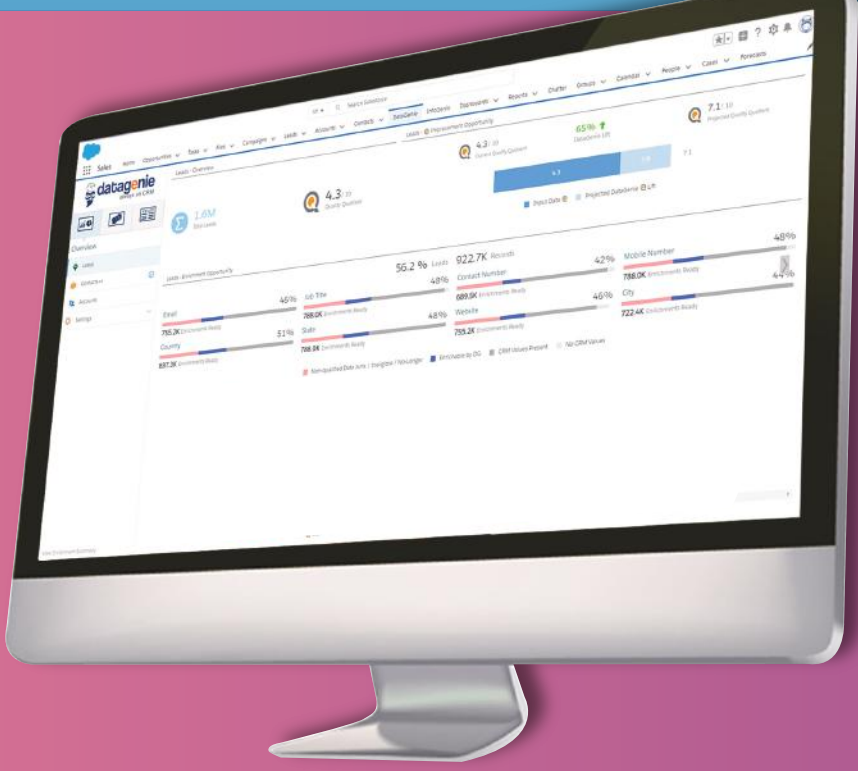
Leads - Lift Trend

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

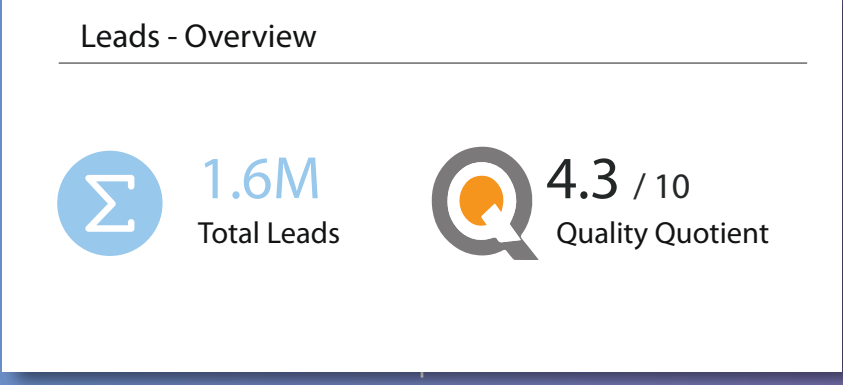


Enrichment Overview

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

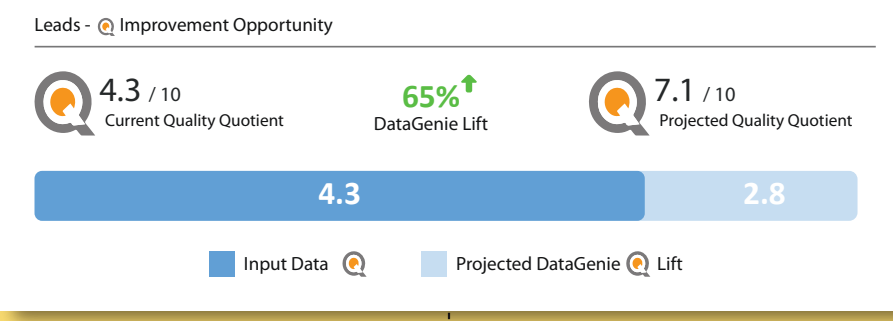


ENRICHMENT OPPORTUNITY



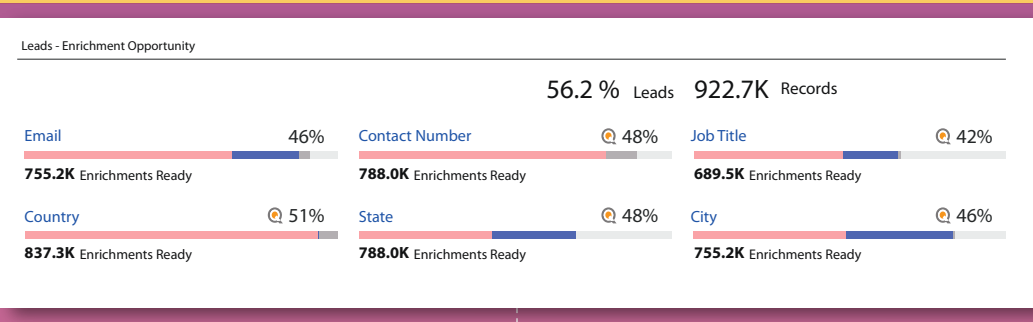
Leads Overview

Current Lead record count and Quality Quotient for all Leads



Leads - Improvement Opportunity

Projected Quality Quotient lift after data Push



Enrichment Overview

Projected enrichment for fields that DataGenie has on offer