OPENPRISE®

Authoritative guide to RevOps data quality

Data quality: the foundation of RevOps excellence

All go-to-market processes, technology, and analytics depend on quality data. Poor data quality results in long-lasting data debt that gets increasingly expensive to fix. Add in the exponential growth of new data in modern GTM organizations, and RevOps is quickly realizing that kicking the can down the road when it comes to data quality is no longer a viable option.

This guide introduces a new framework for RevOps data quality that will help you manage GTM data more effectively, create a more scalable technology stack, streamline revenue processes, and establish GTM metrics that can be counted on.

5 responsibilities of RevOps

RevOps data

GTM tech stack

Revenue processes

GTM metrics & analytics

GTM project management

Tech debt is suffocating efficient growth

RevOps manages a large number of processes and use cases. These challenges appear loosely related, so RevOps usually approaches them as distinct problems and buys technology and data solutions to address each problem independently, resulting in a complex technology stack with many point solutions.

Recent surveys show enterprises use on average 91 technologies in their GTM tech stack. This ad-hoc approach produces crushing tech debt and data debt that become inhibitors of scalable and efficient growth. To evolve beyond this approach, RevOps needs a framework to tie these common RevOps problems together.

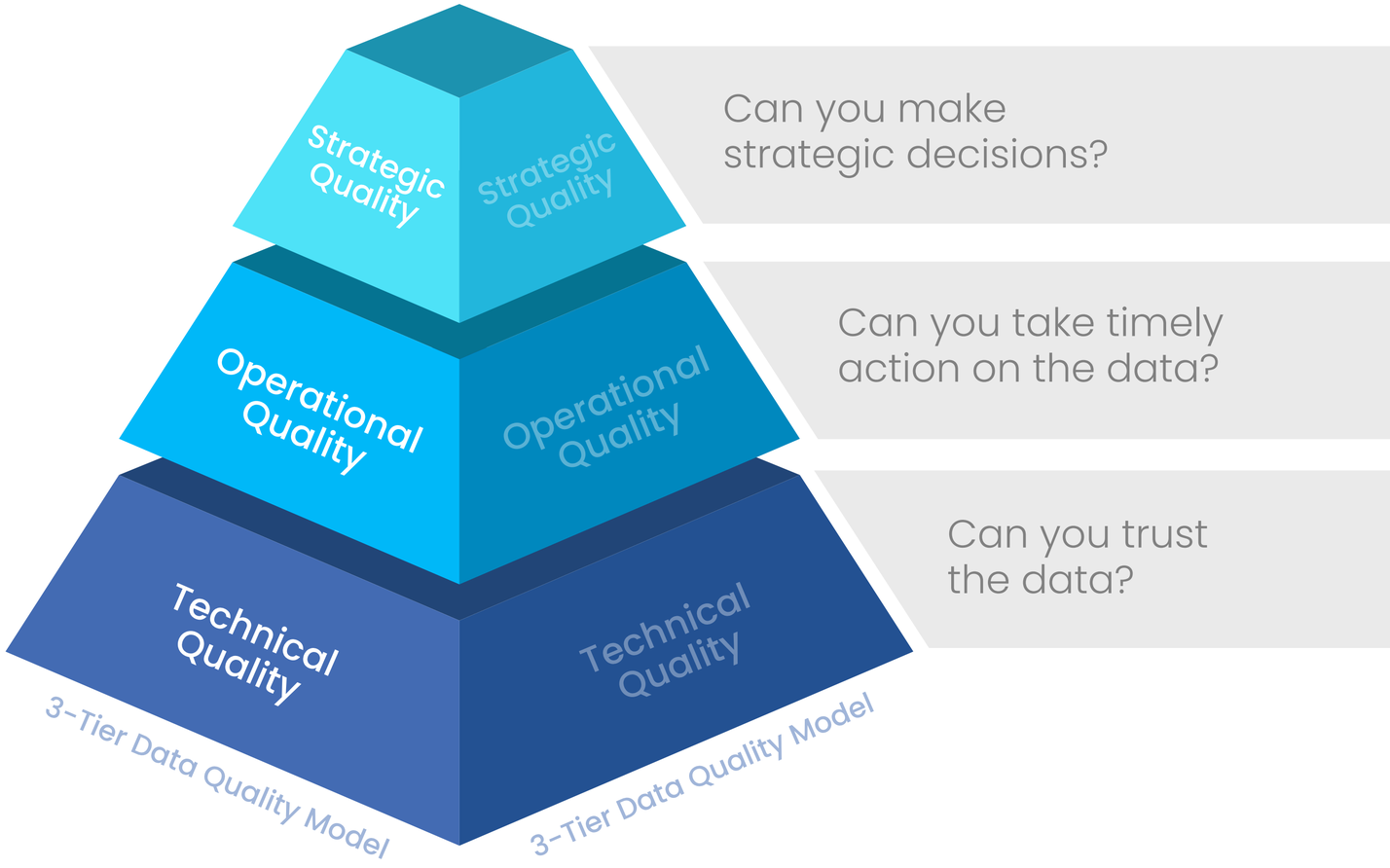
You can’t hide from data debt

People, process, and technology can all change over time due to internal changes or external forces such as mergers and acquisitions. A company can change the whole team, redesign all the processes, and declare bankruptcy on its technical debt, but data always persists.

Data may need to be moved, transformed, mapped, and merged, but you can rarely just declare bankruptcy on your data debt and start over with a clean slate. In other words, when it comes to data quality, you can run, but you can’t hide.

Data debt refers to the accumulated costs and complexities associated with managing data that is outdated, incorrect, incomplete, or poorly structured. Like technical debt, it represents the future work required to rectify these issues.

A new framework for RevOps data quality



Data quality for RevOps is a much broader concept than the definition IT usually adopts, and is best defined using a three-tier model. There is hierarchical dependency among the three tiers, so to achieve a high level of quality in the upper tiers, you have to first achieve quality at the lower tiers.

This guide defines each tier, who owns it, key metrics, and the technology you need to achieve it.

Technical data quality

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"Can you trust the data?"

What is **technical quality?**

Technical quality is the foundation of the three-tier data quality model. It addresses the crucial question: Can you trust the data?

This aspect of data quality ensures general data hygiene, focusing on the integrity of individual data records. **Technical quality is evaluated across four primary dimensions:**

1. **COMPLETENESS:** is all required data present?
2. **ACCURACY:** is data correct?
3. **RECENCY:** is data up-to-date?
4. **NORMALIZATION:** is data standardized for consistency?

Why does **technical quality matter?**

If you can't trust your data, then you can't trust any business process, report, or analysis that uses the data.

Data with poor technical quality makes every process that depends on that data more expensive. Users of the data resort to taking matters into their own hands, remediating the data just enough to get their work done. This type of one-time effort is repeated over and over again across the entire organization, causing inefficiency at scale.

For example, if the address on your lead record is bad and your sales territories are geographically based, then your lead routing process won't work very well. A hot inbound lead may bounce around within the sales team, or worse yet, languish in a black hole because the sales rep receiving the wrong lead has little incentive to correct the routing mistake.

Who owns technical data quality?

Traditionally, IT owned technical data quality due to its minimal need for business context. However, RevOps is increasingly taking ownership, managing both technical data quality and systems of record. This holistic approach ensures more effective and efficient management, aligning with the broader RevOps data quality model.

How to benchmark technical quality

1

COMPLETENESS

Start by deciding which data fields are essential, such as name, website, address, employee count or annual revenue, and industry (including SIC or NAICS code). Then, measure completeness by checking what percentage of your records have all these required fields.

2

ACCURACY

Highly dynamic data like GTM data is notoriously difficult to keep accurate. RevOps has two options to maintain data accuracy: using third-party data providers (like Dun & Bradstreet or LinkedIn) or validating data during sales interactions. Although measuring GTM data accuracy can be tough, especially before engagement, these practices help maintain high-quality data.

3

RECENCY

GTM data has a very high rate of decay. It's good practice to timestamp when each record was last updated. While most systems of record do this automatically, it's helpful to keep a separate timestamp for key fields. Track how many records were updated within standard trailing time periods like the last 3, 6, and 12 months.

4

NORMALIZATION

To make your data easy to use, standardize it. For example, use consistent country names or codes like "United States" or "US" instead of variations like "USA" or "U.S.A." Measure normalization by checking the percentage of records that match these standards.

TECHNOLOGIES YOU NEED

Data management and data preparation

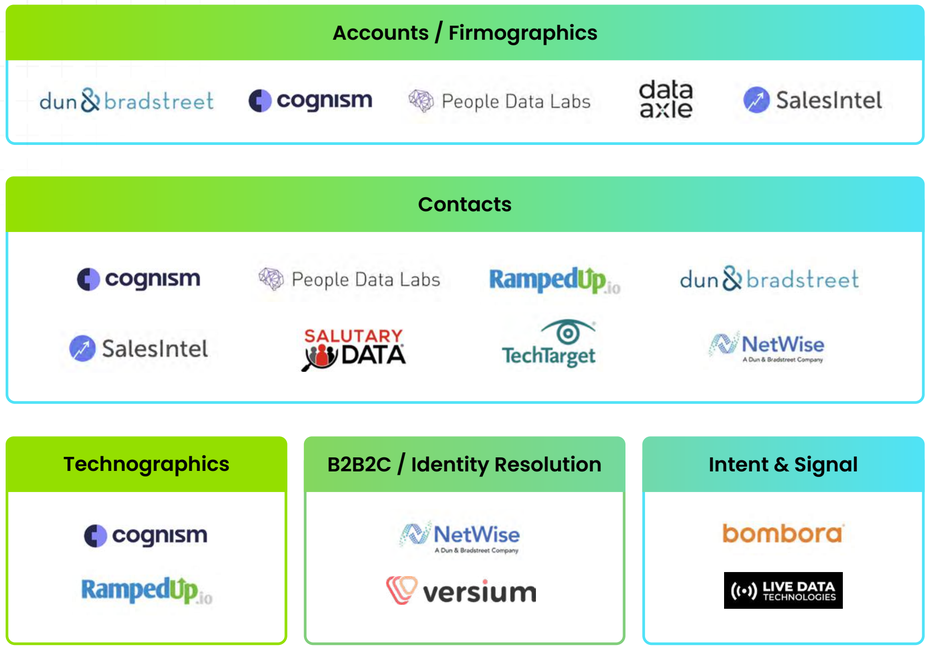
Many mature technologies are available, but most are designed for technical users like data analysts or scientists. **Data preparation software, often described as "spreadsheet on steroids,"** is typically interactive and may have limited automation capabilities. To find the right software, make sure it has the right user experience and automation levels to suit your needs.

Problems this can fix:

- Correct typos like "bob.smith@acme.con" or "bob.smith(at)acme.com"
- Normalize "U.S.A." to "United States"
- Normalize phone numbers like "408-555-1212" to "+1 (408) 555-1212"
- Fill in missing data using inferences, such as city and state from ZIP code
- Identify obviously bad data such as "asdf asdf", "micky.mouse@disney.com", and "(123) 456-7890"

TECHNOLOGIES YOU NEED

Data vendors



For large GTM databases, maintaining technical data quality is practical only with automated enrichment from third-party data vendors and open data sources. **No single vendor can meet every need**, so use these tips to navigate the data enrichment landscape.

Tips for using data vendors

- Use multiple data vendors, especially if targeting diverse market segments (e.g., North America vs. Europe, enterprise vs. SMB).
- Automate matching, acquisition, and unification of data from multiple sources using tools like RevOps Data Automation.
- Some platforms offer packaged solutions with multiple data providers, saving money, time, and effort.

TECHNOLOGIES YOU NEED

Open data

Government agencies have embraced the **Open Data movement**, publishing datasets on various topics. These datasets–like the treasure trove at data.gov–can be a valuable part of your data quality strategy, offering information not available from data vendors.

While open data is free, it's often difficult to access and maintain. Historically, niche vendors and agencies have fetched and updated this data for a fee. Now, some RevOps Data Automation platforms include these open data sources in their catalogs.

Examples of useful open data for GTM

- **Department of Labor Form 5500:** Information on employee benefits companies offer, such as health insurance and 401k, including assets under management (AUM) for 401k programs.
- **NCES IPEDS:** Published by the Department of Education, this dataset on post-secondary educational institutions includes data on enrollment levels.

Operational data quality

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"Can you take timely actions?"

What is **operational quality?**

Operational quality ensures that:

- Related datasets are properly linked.
- Data is “ready to use” for the systems and technologies that need it.
- Data is assigned to the right users who need to act on it.
- Unnecessary data is hidden from users to reduce noise.

Having good technical data quality is just a starting point. Even if data is technically flawless, it can be operationally useless if end users cannot utilize it for necessary tasks and GTM decisions. Databases with unusable or incorrect data still suffer from poor data quality.

Why does **operational quality matter?**

Companies invest in data for two main reasons:

1. To derive insights and aid decision-making
2. To enable and automate business processes

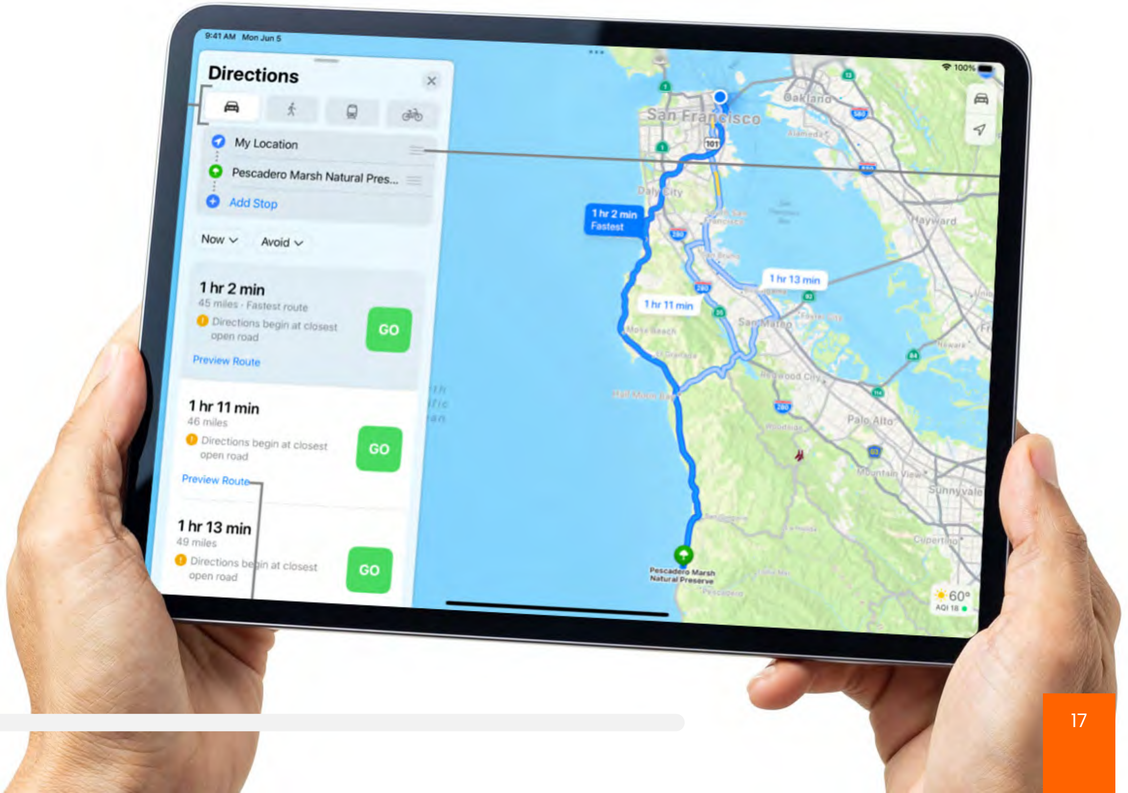
Operational quality takes technically sound data and makes it actionable for users. This does not ensure users take the right actions, which is addressed by strategic quality.

How to tell the difference:

TECHNICAL QUALITY:
The lead record has accurate and up-to-date information.

OPERATIONAL QUALITY:
The lead record is assigned to the right sales rep to initiate engagement.

STRATEGIC QUALITY:
The lead record includes insights to help the sales rep prioritize and strategize the engagement.



OPERATIONAL QUALITY REQUIREMENT #1

Linking datasets

Datasets are rarely useful in isolation; they need to be linked to other datasets to be operationally ready. In the GTM world, point solutions often address specific linking use cases, creating unnecessary technical complexity.

How linking makes data actionable:

- Link a person to an account (lead-to-account matching)
- Link accounts across systems
- Assign leads and accounts to sales territories, sales teams, CRM users and queues
- Assign sales teams and CRM users to sales territories
- Link parent and child accounts
- Assign contacts to buying centers/demand units
- Assign contacts to opportunities and buying roles on the opportunity
- Assign product entitlements to accounts
- Link intent data to accounts
- Link engagements to campaigns

OPERATIONAL QUALITY REQUIREMENT #2

Formatting data for consumption

Different applications often **require the same data to be formatted differently**. If the data cannot support these various formats, it lacks operational quality.

Examples:

- CRM stores country data using Salesforce's default picklist, but the territory planning app requires ISO alpha-2 format.
- CRM stores phone numbers in international format, but the dialer requires national format.
- CRM picklist values are stored as keys, but the MAP stores them as values.

OPERATIONAL QUALITY REQUIREMENT #3

Hiding irrelevant data

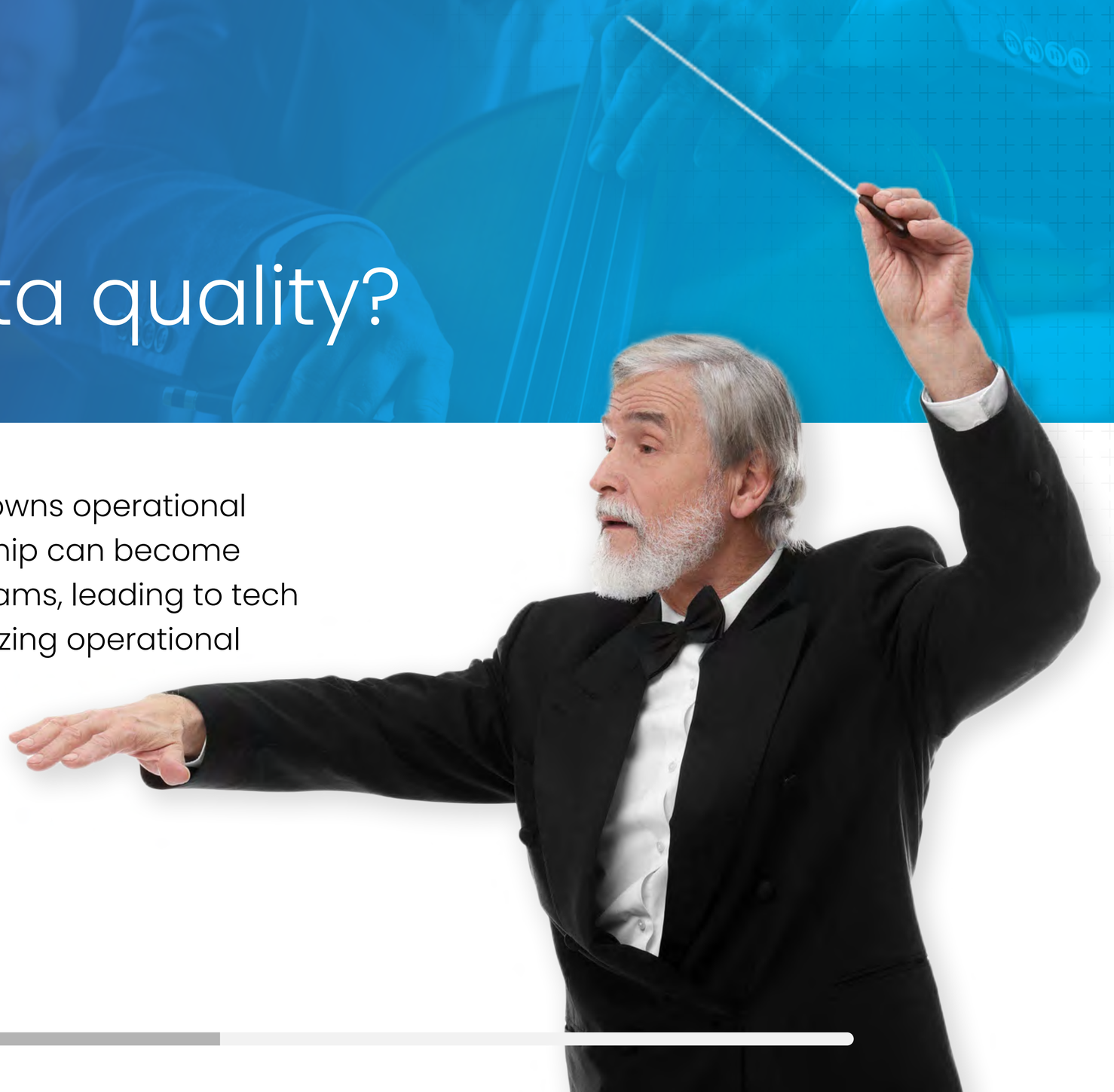
The past decade has seen an exponential increase in GTM data. While some companies use this growth to improve GTM efficiency and effectiveness, others experience data paralysis. To improve operational quality, RevOps must filter out irrelevant data.

Examples of how noise reduces operational quality:

- Having 10 different phone numbers on a CRM contact record
- Showing 100+ engagement records, including out-of-office correspondence
- Displaying every account and location within a corporate hierarchy, including holding companies and local sales offices

Who owns operational data quality?

RevOps owns operations, so it naturally owns operational quality. In larger companies, this ownership can become fragmented across different GTM ops teams, leading to tech stack complexity and tech debt. Centralizing operational data quality within RevOps ensures high quality at the data sources and systems of record.



How to benchmark **operational data quality**

Measuring operational quality is more complex than measuring technical data quality. While technical quality is similar across companies, operational quality is often unique.

Here are key metrics, divided into direct and indirect categories.

DIRECT METRICS

Direct metrics can be measured for known data linkages:

- Percentage of person records linked to an account
- Number of contacts linked to an opportunity
- Percentage of task, event, person, and account records with conflicting ownership
- Distribution of accounts owned by each sales rep
- Percentage of person and account records with no linkage and no activity

INDIRECT METRICS

Indirect metrics are harder to measure directly but impact operational performance. These performance metrics can serve as effective proxies for operational data quality:

- Time for the sales team to follow up on an inbound lead
- Number of times a lead is rerouted
- Time to load a list from an event or content syndication campaign
- Time to build a new report
- Time to build a list for a campaign

Recognizing **operational data quality** use cases

To create an effective technology strategy for operational data quality, RevOps must distinguish operational data quality issues from standalone use cases.

Use this checklist to identify operational quality challenges:

- [ ] Is it about linking two data objects within the same system using matching or assignment logic?
- [ ] Is it about linking the same data object across sources and systems?
- [ ] Is it about standardizing data within a single object collected from different sources?
- [ ] Is it about transforming data, changing formats, or standardizing?
- [ ] Is it a data management task triggered by an event?
- [ ] Is it a state machine automation problem, where a record cycles through different statuses based on business logic?

TECHNOLOGIES YOU NEED

Platform vs. point solutions

Once you've correctly identified an operational data quality use case, most challenges are better addressed with a single data technology platform rather than multiple point solutions.

Using a single platform like a RevOps Data Automation platform can greatly **reduce cost**, **avoid tech debt**, and **increase scale and agility**.

Key capabilities to look for in a platform:

- ☑ Bi-directional integrations with your GTM tech stack
- ☑ Flexible configuration for custom mapping and matching logic
- ☑ Workflow automation engine
- ☑ Data capture and storage for advanced logic and metrics calculation
- ☑ Out-of-the-box recipes for common use cases and best practices
- ☑ Integration with a wide range of enrichment data providers and the ability to resell data from these vendors
- ☑ Webhook capability for integrating with most REST APIs
- ☑ No-code (not low-code) solutions
- ☑ Support for custom metric calculations
- ☑ Basic data visualization and dashboarding capabilities

Strategic data quality

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"Can you make the right decisions?"

What is **strategic quality?**

Good technical data quality is essential but doesn't enable action. Operational data quality allows action, but not necessarily the best action. Strategic data quality adds insights that help business users make the right decisions.

Strategic quality involves appending insights such as:

Relevance of the entity
(account, person, engagement)

Value of the entity
(account, person, engagement)

Effectiveness of the entity
(campaign, program, vendor)

Why does **strategic quality matter?**

Data is growing rapidly and becoming cheaper to acquire, making it essentially infinite, but GTM resources are not. Sifting through infinite data with finite resources is not a recipe for efficient and scalable growth. Most of a company's data has minimal value. To scale efficiently, RevOps must focus on the most meaningful 10% of data, enabling the GTM team to make strategic decisions.

Technical and operational quality are necessary to compete, but strategic data quality sets you apart and drives success.

Benefits include:

- Higher win rates
- Shorter deal cycles
- Lower customer acquisition costs
- Higher margins
- Lower churn
- More upsell opportunities
- More repeat buyers
- Unnecessary data is hidden from users to reduce noise

STEPS TO STRATEGIC QUALITY

Prioritize relevant data

Efficient growth requires focusing on your ICP. Having sales and marketing chase every prospect who is willing to pick up the phone, click on a link, and fill out a form is inefficient. Spending resources on low-quality prospects has real opportunity cost. RevOps must improve data quality so the GTM team doesn't waste time on irrelevant data.

Examples of irrelevant data to remove or hide:

- Companies that don't fit the ICP (e.g., too small)
- Persons that don't fit the buyer personas (e.g., HR when selling a security product)
- Engagements with no meaning (e.g., out-of-office email responses)

STEPS TO STRATEGIC QUALITY

Assess the **value of the data**

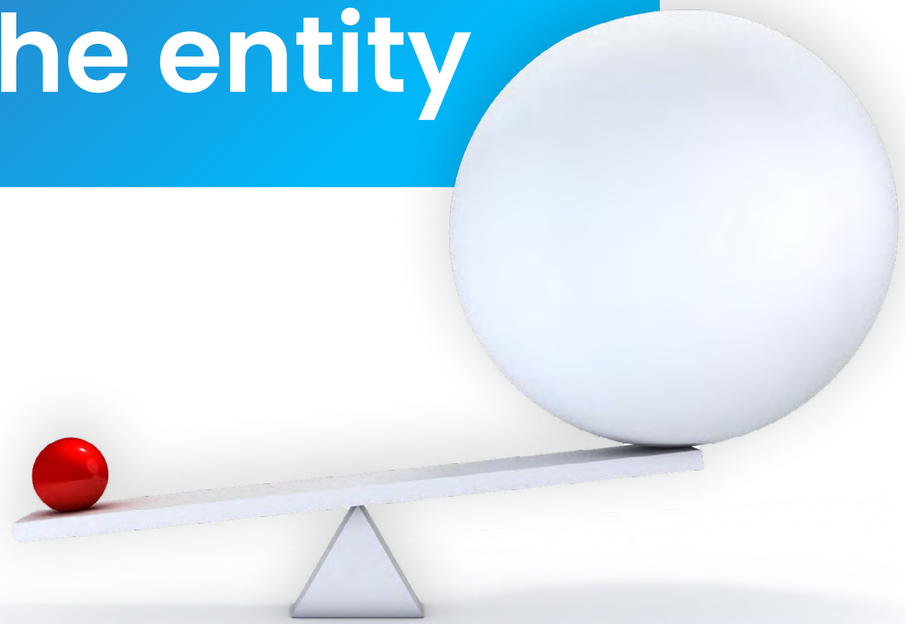
Once you've removed irrelevant data, **not all of the data that remains is created equal.** An efficient GTM operation needs to focus its limited resources on the highest value areas.

Examples of high-value data:

- Happy customers likely to buy again
- Companies with strong buying signals
- Companies using technologies you integrate with
- Companies using competitive products you replace
- Companies showing traction with your freemium product
- Decision makers, budget owners, or economic buyers
- Persons with relevant experience or certifications
- Companies with impactful events that may trigger a purchase

STEPS TO STRATEGIC QUALITY

Evaluate the **effectiveness of the entity**



GTM teams use a variety of motions, including sales-led, marketing-led, and product-led. One level down are different campaigns, sales plays, spiffs, and promotions. Efficient teams focus on what works, cut what's ineffective, and experiment with inconclusive areas.

Examples of effective entities:

- Top-of-funnel campaigns generating the most engagements
- Nurture campaigns moving leads along the funnel
- Channel partners with the highest win rates
- Freemium features converting to paid customers
- Solutions effectively landing new customers
- Product issues causing churn
- Promotions generating the most upsell

Who owns strategic data quality?

Given the significant business context needed to add strategic quality to data, RevOps is the only viable owner. IT cannot do this effectively. RevOps must closely partner with business users to ensure strategic quality is achieved and maintained.

How to benchmark **strategic data quality**

Measuring strategic quality is more complex than measuring operational data quality. **There are two primary types of metrics.**

COVERAGE METRICS

Coverage metrics measures how extensively you are adding strategic quality to your data:

- Percentage of data objects enhanced with strategic quality
- Number of strategic quality data fields

When it comes to coverage metrics, having none is bad but having too many can be counterproductive. For example:

- No account grade is bad
- One account grade is good
- Two account grades may be good
- Five different account grades are likely not good

DIMENSIONAL METRICS

Each strategic quality dimension yields its own quality metric, usually presented as a ranking or a Pareto breakdown. Examples include:

- Account grade: Percentage of accounts by grade (e.g., A, B, C, D)
- Buyer persona: Percentage of persons by persona (e.g., influencer, budget owner)
- Engagement level: Percentage of the database by engagement level (e.g., high, moderate, minimal, none)
- Campaign effectiveness: Rank of campaigns by pipeline generated or influenced ($)
- Churn risk score: Percentage of customers by level of churn risk
- Upsell potential: Percentage of customers by category (e.g., strategic, key, tactical)

Interpreting strategic quality metrics?

The interpretation of each quality metric is unique to its dimension. Follow these best practices:

- **Use benchmarks:** Strategic quality metrics are often hard to interpret without a benchmark. Compare against historical or industry data for context.
- **Evaluate metric definitions:** If a quality result seems off, it may not mean you have bad data, but rather a poorly defined metric. For example, a low percentage of “grade-A” CRM accounts might indicate either missing top prospects or an incorrect ICP definition.

Strategic data types

To understand the technologies you need to layer strategic quality atop operational quality, you need to know the forms that strategic quality data can take.

ADDING A GRADE OR SCORE

The most direct way to indicate a record's value is to assign a grade or score. Examples include:

- Demographic score showing account or contact fit to ICP
- Behavioral score showing engagement level
- Combined score indicating how "hot" a prospect is
- Sales rep or channel partner attainment
- Campaign or sales play conversion rate
- Net Revenue Retention for customer success

ASSIGNING A CLASS

When a value can't be captured with a simple grade, use structured data to classify it, aiding decision-making and automation. Examples include:

- Job titles classified by function, sub-function, and level
- Buyer personas based on job function and level combinations
- Companies categorized as "Fortune 500," "enterprise," or "commercial"
- Entities within an account hierarchy classified as "buying center" or "local HQ"
- Addresses classified as urban or rural based on ZIP code

Strategic data types

ATTRIBUTING A RESULT

When measuring effectiveness, attributing a result to a cause is often the prerequisite to quantifying a score or grade. Examples include:

- Attributing campaigns to opportunities to measure campaign effectiveness in sourcing or influencing deals
- Attributing channels to engagement to measure the channel effectiveness in sourcing or sustaining engagements
- Attributing partners to opportunities to measure partner influence on closed deals

Once attribution is established, then you can measure the results to quantify effectiveness.

ADDING DERIVATIVE INSIGHT TO A CUSTOM OBJECT

For complex insights that don't fit into standard data fields, **create and manage custom data objects** to capture and utilize this information effectively.

TECHNOLOGIES YOU NEED

Segmentation and classification

This capability takes any data value as input, whether it's a number, text, structured or unstructured data, and assigns it a segment or classification. Segments and classes are usually unique to each company and department. Think of it as VLOOKUP on steroids.

Examples:

Raw Data Input	Classification Output
Employee count = "12,387" Country = Canada	Company size = "North America Enterprise"
Job title = "CISO"	Job function = "IT" Job sub-function = "Security" Job level = "Executive" Buyer personal = "Decision-maker"
Country = "Germany"	Compliance = "GDPR" Opt-in required = "Double"
SIC code = "7379"	Industry = "Technology"
Industry = "Food and beverages" or Industry = "Transit systems"	Solution category = "Smart vending machines"

TECHNOLOGIES YOU NEED

Complex calculation

Scoring and grading should be simple for end users, often combining several component scores into a single high-level score. You need technologies that can handle complex calculations.

Example calculations:

Prospect “hotness” = Demographic score + behavior score

Demographic score = 0.5 x account grade + 0.5 x buyer persona grade

- Lookup table for numerical values of account grade and buyer persona grade

Behavior score = 5 x engagement score + 1 x intent score

- Engagement score = sum of all engagements weighted by type
- Intent score = sum of all intent topics weighted by topic
- Unsubscribe = -100

TECHNOLOGIES YOU NEED

Attribution

To map cause-and-effect relationships between datasets, you need these technical capabilities:

- Aggregate and unify different datasets
- Temporary or permanent storage of datasets
- Transform and standardize across datasets
- Permute/explode datasets based on multiple record linkages
- Aggregate and summarize numerical values

Example: multi-touch marketing attribution with Salesforce data

1. Start with Opportunity data
2. Append relevant Contacts to the Opportunity
3. Permute dataset so each record is unique by Opportunity + Contact
4. Append Campaign Membership data
5. Permute dataset so each record is unique by Opportunity + Contact + Campaign Membership
6. Append Campaign and Campaign Type data
7. Divide Opportunity amount using a multi-touch model
8. Aggregate and summarize by $ Campaign and Campaign Type
9. Aggregate and summarize by Opportunity for Campaign and Contact touches

The AI imperative: why data quality can't wait

Artificial intelligence (AI) is possibly the most data-centric technology humans have ever invented. Your ability to leverage AI in RevOps depends directly on the quality of your data across all three tiers:

1. **Technical quality** ensures accurate AI inputs
2. **Operational quality** makes AI outputs actionable
3. **Strategic quality** focuses AI on high-impact decisions

Without excellence at each tier, your AI-driven RevOps processes risk compounding data problems. Because when it comes to scaling data chaos, nothing moves faster than AI.

Why AI amplifies data quality problems

AI makes your GTM data quality issues impossible to hide. While many executives have been able to ignore data quality problems because they only see clean reports, AI changes everything by creating a direct line to your raw data. Ops should consider the following:

Poor prompts amplify poor data

- When you feed bad data into AI prompts, you're setting yourself up for failure
- If you prompt AI with outdated contacts or incorrect LinkedIn profiles, you're hampering your AI agent right out of the gate
- Unlike your team members, AI lacks common sense to ask clarifying questions

Unverified AI outputs create data chaos

- AI has a tendency to hallucinate, confidently generating incorrect responses
- Without verification against quality data, AI can pollute your database with fiction at record speed
- You'll need to explain AI's output when challenged, which is only possible with good data

Execs gain an unfiltered view into data problems

- Executives rarely see raw data issues, until now
- AI bypasses the human data cleaning buffer, exposing the real state of your data
- This visibility might finally make executives care about – and invest in – data quality

Who owns AI data quality

RevOps must own AI data quality, given its cross-functional role in maintaining data standards across Technical, Operational, and Strategic tiers. IT alone cannot address the nuances required for AI-driven RevOps use cases.

How AI unlocks first-party data value

Up to 25% of your high-value prospect and customer data isn't in your CRM. As third-party data becomes commoditized, competitive advantage now comes from superior first-party data. However, much of that is unstructured data, arguably the hardest data type to handle using existing technologies.

Generative AI makes it possible to extract critical insights from search results and call transcripts, standardize messy data fields like job titles, and classify a wide range of engagement data such as email threads and call logs. This is "data fracking" — mining hard-to-get first-party data at scale and transforming it into insights.

First-party data accessible with data fracking

Non-traditional GTM systems	• Calendar invites identifying uncaptured prospects, preventing pipeline gaps • Customer success platforms highlighting churn signals for better retention • Zoom calls tracking missed prospect interactions
Unstructured data	• Email signatures providing fresher contacts than third-party sources • Call transcripts uncovering direct buying signals • Support tickets surfacing unmet customer needs quickly
Web & open data	• Local government data identifying licensed professionals for targeted outreach • Federal education datasets profiling prospects in higher ed markets • Public repositories segmenting regulated industries effectively

Steps to AI readiness through data quality

- Today's AI is optimized for human-like responses, not precise outputs
- It cannot produce predictable, repeatable results
- It hallucinates and tries too hard, giving wrong answers rather than not completing requests
- It randomly ignores instructions and can be sloppy

In manufacturing automation, experts talk about "lights-out automation" — full end-to-end processes that require no human intervention. Current AI can't do this (yet). It needs a supporting ecosystem of automation technologies to move beyond co-pilot status and function with minimal supervision — technologies that can provide AI the data it needs, verify its work, correct its mistakes, and monitor its performance.

Technologies you need: AI-driven automation

- Integrated RevOps data automation for clean data inputs
- No-code prompt templates optimized for RevOps tasks
- Automated systems verifying AI accuracy
- Error remediation workflows correcting AI errors and inconsistencies
- Automated integrations operationalizing AI outputs
- Real-time tracking of accuracy, security, and budget compliance

How to navigate InfoSec mandates and AI compliance in RevOps

If AI adoption in your org is moving slowly, the roadblock may be your InfoSec team, not your data.

Security, compliance, and IP concerns have led many companies to ban commercial AI tools. Public APIs like OpenAI or Anthropic are often restricted, and vendors that quietly route GTM data through them (aka "shadow AI") are drawing increased scrutiny.

Meanwhile, internal AI models built to reduce risk are rarely integrated into your existing GTM stack.

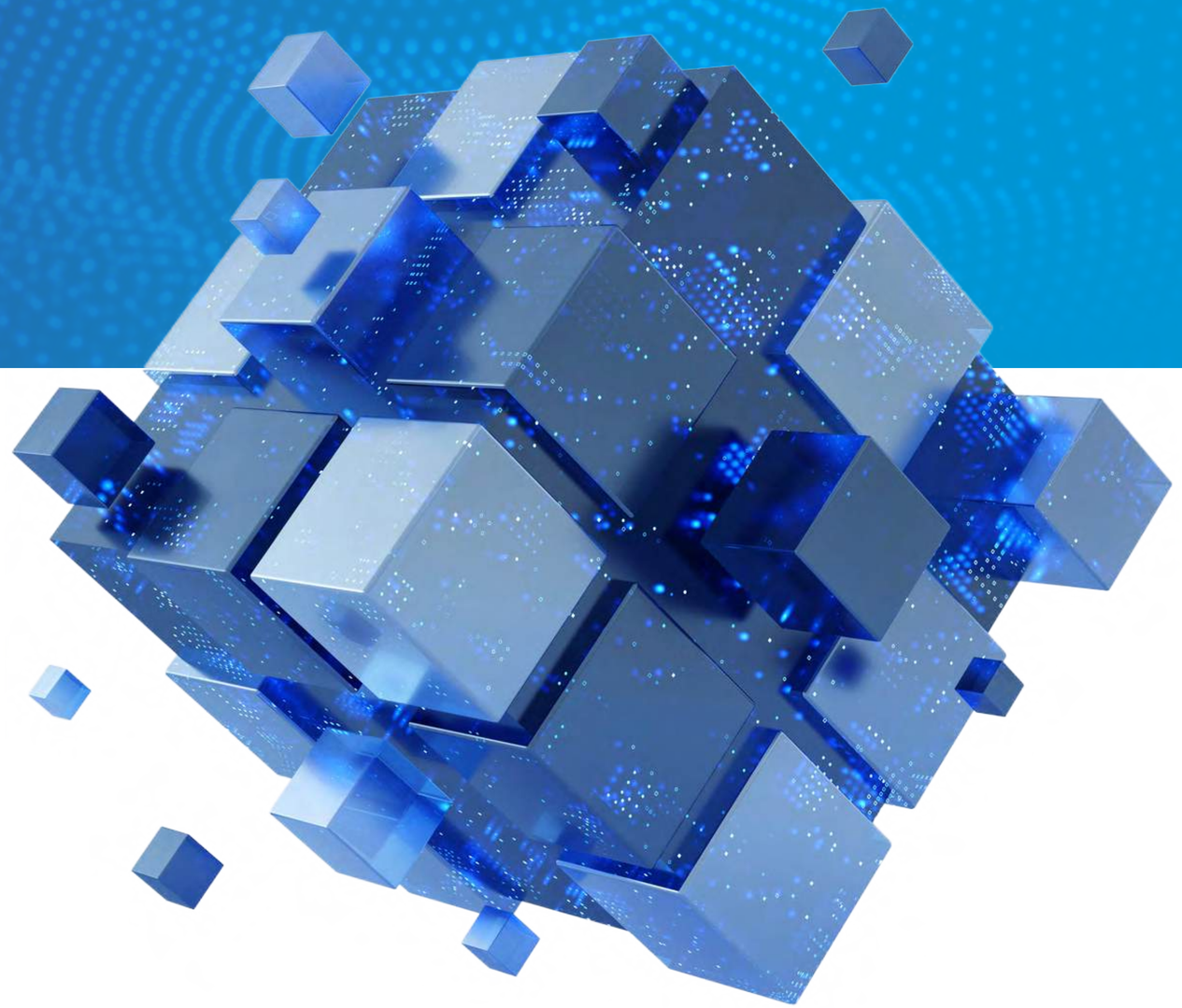
RevOps teams have to work within these boundaries. If your tools and workflows don't meet InfoSec standards, your AI strategy won't get off the ground.

RevOps AI compliance checklist

- ☑ Use only approved AI tools or embedded models in your RDA platform
- ☑ Be wary of "shadow AI" that sends GTM data to public APIs
- ☑ Confirm contracts include a no-training clause
- ☑ Design AI workflows to avoid exposing PII
- ☑ Ensure your RDA platform can integrate with internal models, not just public LLMs

> **AI doesn't get a pass on compliance.** If your AI tools can't meet InfoSec standards, they'll get shut down, no matter how promising the use case.

Wrapping it up



AI will soon power RevOps processes from end to end. Your competitive edge tomorrow depends on your data quality today — **don’t wait to build your foundation**.

About **Openprise**

Openprise is a leader in revenue operations (RevOps) data automation, helping companies transform their data into action at scale. We pioneered the first end-to-end, no-code RevOps Data Automation Cloud purpose-built for non-programmers to integrate and unify siloed data and automate key go-to-market processes. Our single cloud platform aligns marketing, sales, and customer success teams and simplifies their technology to deliver fast and efficient revenue growth. Revenue leaders from Clari, Okta, Zendesk, and Zscaler depend on Openprise and our industry-leading partner ecosystem to drive competitive advantage. To learn more, visit **www.openprisetech.com** and follow us on LinkedIn, Twitter, and Facebook.

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