

Trifacta Increases Adoption Among Marketers as Solution for Faster Data Onboarding

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Trifacta (<http://www.trifacta.com>), the global leader in data preparation (<https://www.trifacta.com/data-preparation/>), today announced that use of its Wrangler products is increasing among marketers to onboard marketing data, with both marketing departments and with organizations that are embedding the product into their own marketing and analytics solutions. To date, 18 percent of Trifacta's customers are leveraging the company's data preparation (<https://www.trifacta.com/data-preparation/>) platform for marketing purposes.

Onboarding marketing data into a marketing automation platform, customer relationship management (CRM) platform or other application is often a critical first step for marketers. Cleansing and enriching this data for onboarding and downstream analytic use is a time-intensive process that increases as the size and complexity of marketing data grows. In order to address this challenge, a growing number of marketers are deploying Trifacta to prepare high volumes of disparate and complex marketing data.

Malwarebytes (<https://www.malwarebytes.com/>) is one Trifacta customer that is benefitting from the easy-to-use platform and its unique approach to data preparation. They can accelerate the process of onboarding marketing data and take action on their data faster, all with minimal IT support. As a result of the automation that Trifacta provides, Malwarebytes has also been able to eliminate the associated errors of manually preparing data in Excel.

"Our marketing team generates leads from a variety of marketing activities, and each new batch of leads they receive needs correcting, standardizing, and enriching before it can be onboarded into our marketing automation platform," said Darren Chinen, Sr. Director of Data Science and AI at Malwarebytes. "Under an Excel-driven process, the team was spending days or even weeks to manually correct lead data, and the delay put our company at risk of losing prospective clients. After implementing Trifacta, we've been able to automate much of the process so that the marketing team merely visually inspects and makes slight alterations to the data at hand. We have seen dramatic efficiency gains — in the past three months alone we were able to onboard 40,000 leads, which would have required six months."

Marketing teams have long struggled to take action on their marketing data and marketing leads efficiently. Data is typically sourced from a plethora of channels — ranging from webinars and events to social media or AdRoll data; the ability to standardize the miscellaneous data in half the time it takes by using spreadsheets enables marketers to swiftly identify actionable leads and marketing performance insights to grow their business. According to CSO Insights

(<https://www.csoinsights.com/wp-content/uploads/sites/5/2016/08/2016-Sales-Performance-Optimization-Study-Key-Trends-A>) 60 percent of forecasted deals do not actually close, and unsurprisingly the same report goes on to say that one in four companies are unhappy with this outcome. In order to increase customer conversion, companies need to focus on creating accurate data to ensure their resources are being optimized for the right leads.

"The vital information that companies like Malwarebytes are wrangling is a necessity for their revenue growth," said Zarnaz Arlia, VP of Marketing at Trifacta. "Our goal is to empower these teams by

providing them with the ability to automate the onboarding of robust, contextualized marketing data, instead of cross-checking that data by hand. We are proud to help these companies and believe they have a leg up on their competition in realizing the value of their data.”

To learn more about how Malwarebytes leveraged Trifacta, view their customer video here (<https://www.trifacta.com/resource-library/how-malwarebytes-uses-data-wrangling-to-speed-up-lead-processing/>). For more information about Trifacta as a solution for onboarding marketing data, read our blog post from Trifacta’s VP of Marketing here (<https://www.trifacta.com/blog/marketing-data-onboarding/>).

Additional Resources

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About Malwarebytes

Malwarebytes proactively protects people and businesses against dangerous threats such as malware, ransomware and exploits that escape detection by traditional antivirus solutions. Malwarebytes completely replaces antivirus solutions to remove the personal obstacles and business interruptions caused by modern cybersecurity threats. More than 35,000 businesses and millions of people trust Malwarebytes innovative machine-learning solutions and global team of researchers to identify emerging threats and to prevent and eradicate malware that antiquated security solutions miss and leave behind. For more information, please visit us at <http://www.malwarebytes.com/>.

About Trifacta

Trifacta is the global leader in data preparation (<https://www.trifacta.com/data-preparation/>). Trifacta leverages decades of innovative research in human-computer interaction, scalable data management and machine learning to make the process of preparing data faster and more intuitive. Around the globe, tens of thousands of users at more than 8,000 companies, including leading brands like Deutsche Boerse, Google, Kaiser Permanente, New York Life and PepsiCo, are unlocking the potential of their data with Trifacta’s market-leading data wrangling solutions. Learn more at trifacta.com.

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