In this article:

This page is located in the Ascent360 Marketing Platform under Database Insights > Data > Data Quality

The data quality page speaks to the quality of your data after it has been through the matching and cleansing process. This page can help you determine if there needs to be stricter rules for the data processing, or data that should be ignored.

Overall Database Quality Score
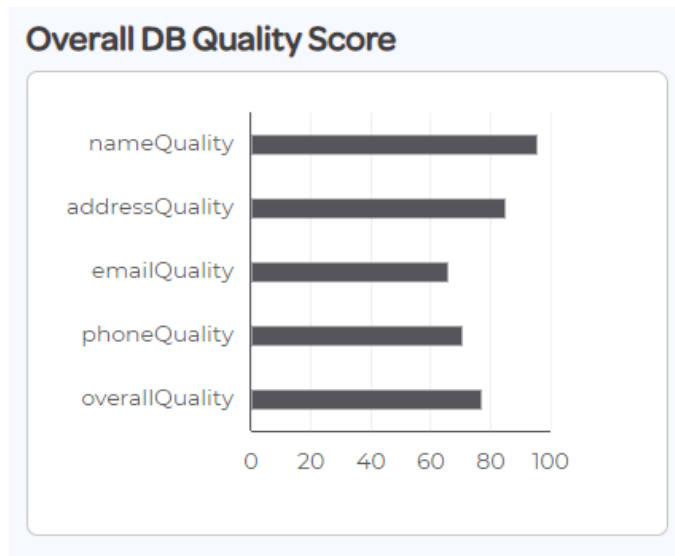
This chart shows the quality scores of the Name, Address, Email and Phone data in the CDP, and the overall data quality. Each person in the CDP is assigned a quality score for each type of contact data. The criteria for each score is shown below

- Name Quality Score
  - Name Quality = 0
    - This person does not have a first name or a last name on file
  - Name Quality = 50
    - This person only has a first OR a last name (not both)

- - Name Quality = 100
    - This person has both a first and last name on file
- Address Quality Score
  - Address Quality = 0
    - This person does not have a postal address on file
  - Address Quality = 50
    - This person does not have a full postal address on file, but there is a postal code on file
  - Address Quality = 100
    - This person has a full postal address on file which has been verified with USPS or Canada Post.
- Email Quality Score
  - Email Quality = 0
    - This person does not have an email address on file
  - Email Quality = 25
    - This person gave an email address that was invalid (did not have an @ sign) and the email address bounced
  - Email Quality = 50
    - This person gave an email address that was invalid (did not have an @ sign) but the email address has not yet bounced
  - Email Quality = 75
    - This person gave an email address that was valid but the email address has since bounced
  - Email Quality = 100
    - This person has a valid email address on file that has not bounced.
- Phone Quality Score
  - Phone Quality = 0
    - This person does not have a phone number on file
  - Phone Quality = 50
    - This person has an invalid phone number (phone number is shorter than 10 digits or longer than 11)
  - Phone Quality = 100
    - This person has a valid phone number (phone number is between 10 and 11 digits)
- Overall Quality Score
  - This is an average across all contact data scores.

Data Quality Score by First Source

DATA QUALITY SCORE BY FIRST SOURCE
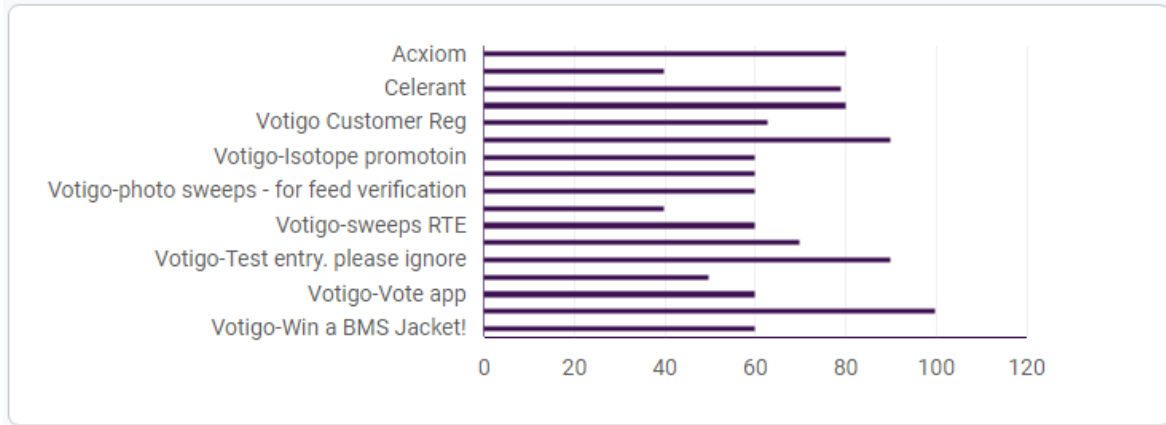
This chart displays the overall quality score by the first source. Since the first time someone interacts with the CDP is when you are most likely to get the highest quality information, this can tell you where there may be deficits in the data collection process.

Data Quality Data Table

DATA QUALITY DATA TABLE

Name Quality	Address Quality	Email Quality	Phone Quality	People Count	Export Sample Records
No Name Data	No Address Data	Valid and Active Email Data	No Phone Data	4,410	
Full Name Data	Partial Address Data	Valid and Active Email Data	Valid Phone Data	2,158	
Full Name Data	Partial Address Data	Valid and Active Email Data	No Phone Data	1,329	
Full Name Data	No Address Data	No Email Data	Valid Phone Data	160	
Full Name Data	No Address Data	No Email Data	No Phone Data	126	
Full Name Data	No Address Data	Valid and Active Email Data	No Phone Data	67	

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This table allows you to see how many people fall in to different categories of data quality, and export sample records of the people with that data quality. This can help determine which people need more information collected about them to fully round out their customer profile.

Top 50 Customers

| | SPEND | | AOV | | FREQUENCY | |

Ascent360 Id	Name	Address	Certification	Email	Phone	Life time Spend
15590651	DEBBIE SIEWERT	MUKILTEO, WASHINGTON, 98275, USA		debbies31@Ascent...		6448
15591772	TOM DEWITT	SIMI VALLEY, CALIFORNIA, 93065, USA		tomd81@ascentcrm...	2062262265	3926
15589066	SHARON WATSON	MERRIMACK, NEW HAMPSHIRE, 03054, USA		sharonw67@ascent...	2069999997	3423
15591080	JAMES ECKER	EVERETT, WASHINGTON, 98204, USA		jamese84@AscentC...		3386
15591749	JEFFREY SOLOMON	unknown				3147
15589319	MARK GROVE	LONG BEACH, CALIFORNIA, 90808, USA		markg64@AscentCR...		2728
15589732	PAUL MERCHANT	BAINBRIDGE ISLAND, WASHINGTON, 98110, USA		paulm80@ascentcr...	4256466467	2720
15589414	SHAW SOTER	MEADOW VISTA, CALIFORNIA, 95722, USA		shaws55@ascentcr...	2069859854	2690
15590088	CAROL KOCHIS	EUGENE, OREGON, 97440, USA		carolk38@ascentcr...	8137927928	2611
15590093	ROGER BARRERAZ	LOS ANGELES, CALIFORNIA, 90019, USA		rogerb42@ascentcr...	4252052059	2541
15590296	CAROLYN MACK	SAN FRANCISCO, CALIFORNIA, 94102, USA		carolynm49@ascent...	8124904901	2446

This data table shows the top 50 customers by lifetime spend, average order value and frequency of purchases. It is often true that the top few records are actually employees or test records that need to be ignored. This table can help determine whether there needs to be more rules applied when importing records, and even identify if there is suspicious activity by certain customers.

Top Shared Contact Data

Top Shared Email Addresses

Email	People
vspltest1@gmail.com	3
test@ascentcrm.com	2
tneedy@leisuretrends.com	2
gpeckham@leisuretrends.com	2
sbuelter@gmail.com	2
jkey@leisuretrends.com	2
jkishca@yahoo.com	1
jkleonard210@gmail.com	1
jklothe@gmail.com	1
jkms@sbcglobal.net	1
jknaack@gmail.com	1

This table shows the top 25 email addresses by people associated with them. This can help identify if there are test

or default email addresses being used that should be excluded from the CDP.

Top Shared Phone Numbers

TOP SHARED PHONE NUMBERS	
Phone	**People**
USA4253383381	5
USA5095485485	5
USA5095485484	4
USA3607937931	4
USA4253373376	3
USA4253343348	3
USA3606686686	3
USA3606526521	3
USA3056676674	3
USA4252482480	3
USA4253533537	3

This table shows the top 25 phone numbers by people associated with them. This can help identify if there are test or default phone numbers being used that should be excluded from the CDP.

Top Shared Postal Addresses

TOP SHARED POSTAL ADDRESSES

Address	Certification	People
555 MAIN ST, RACINE, WISCONSIN, 5340...	DPV Bad	1
1900 W GOOD ST, BOISE, IDAHO, 83702-0...	DPV Good	1

This table shows the top 25 postal addresses by people associated with them. This can help identify if there are test or default postal addresses being used that should be excluded from the CDP.