The hygiene and matching process from your source system to the Ascent360 platform inevitably includes some amount of "loss" that can be attributed to the overall data quality and capture of your source system.

We highly encourage you to regularly revisit your data collection practices. Ask yourself these questions:

- Am I collecting sufficient contact info?
- Am I maximizing email capture at point-of-sale?

Better data capture ensures that your source system data successfully flows into Ascent360.

For additional questions, contact support at support@ascent360.com