

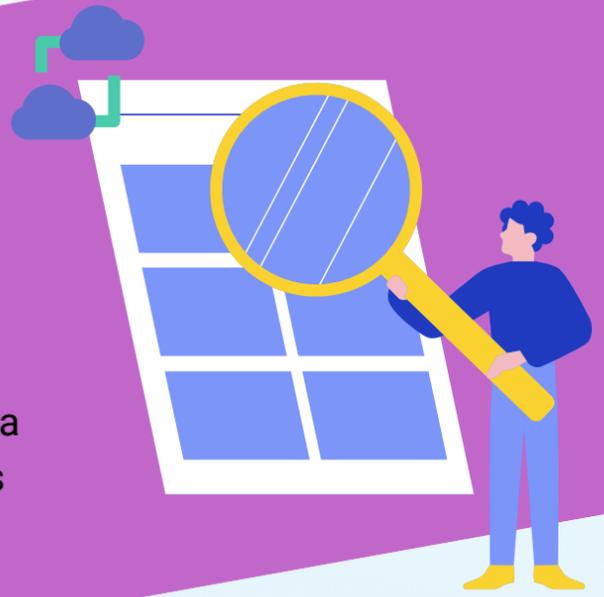
# Data Onboarding Made Easy

WITH AI

Your internal data doesn't need to be in pristine condition to be useful. We've developed processes and technology to accelerate your industry's data onboarding needs. That includes cleaning up your internal 'messy' data. We do the dirty work so you can focus on getting results.

## 1. Review

First, we securely receive your data in CSV format and review it closely. BlastPoint's data experts have seen it all, so we identify what's missing or out of order quickly.

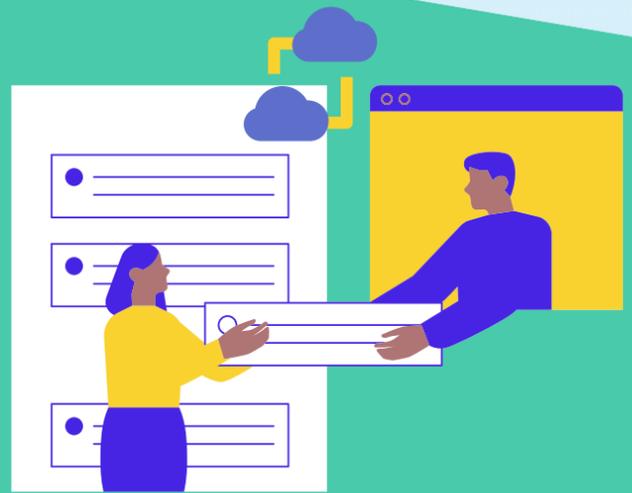


## 2. Clean Up

After we assess your data, the cleaning crew gets to work. Our AI-driven technology accelerates clean up, organizing and formatting data so it's in good shape for analysis.

## 3. Append

Once we've tidied up, we source and append third-party data sets that help fill in the blanks, matching them to your customer records and making it possible to get a 360 degree view of your customers.



## 4. Analyze

With clean, appended data in hand, it's time to identify the stories your data is telling. Our AI-powered technology finds hidden patterns in the data and turns them into insights that power business decisions.



## 5. Activate

Your clean, appended data plus the results of our analysis become accessible to your team via the BlastPoint Platform. Now you can activate data any time you like by segmenting, exploring, and mapping.