



COMMANDERS **ACT**

PRODUCT SHEET  
QUALITY CONTROL



## Data Quality Control

10 guarantees for the quality of your user data

01

### **AUTOMATIC VERIFICATION OF THE QUALITY OF INCOMING DATA**

The Source Data Quality function allows you to verify that the data collected is compliant by analyzing the quality of each incoming event. A visual interface with weather-like indicators allows you to see the status of your incoming data at a glance. The tool also offers a complete monitoring system to quickly find out the status of the collection.

02

### **REPROCESSING OF DATA BEFORE TRANSMISSION TO PARTNERS**

Through its Data Cleansing feature, the Commanders Act X platform allows data to be reworked or even encrypted in an automated manner before being sent to partners (e.g., by using sha-256 encryption to encrypt personal data).

03

### **AUTOMATIC DETECTION OF ANOMALIES**

The platform offers you a global and precise vision of the proportion of events transmitted to your partners thanks to the Event Delivery function. In the event of an anomaly, you will be alerted in real time on the status of your data transmission. You can easily identify and correct the causes of errors thanks to the explanatory messages.

04

### **GRANULAR CONTROL**

With the Event Inspector, you are able to monitor each event (inbound and outbound) specifically and inspect the details of its raw data.

05

### **DATA STANDARDIZATION**

The Normalized Datalayer function allows you to define validation rules for the properties of each event, and thus benefit from the automatic verification of incoming data. It also allows you to label and describe each property in detail, so as to have a real shared data dictionary. This data specification, coupled with a categorization of personal data, contributes to the proper conduct of data governance.

06

### **HARMONIZATION OF YOUR ONLINE & OFFLINE DATA**

Thanks to Identity Resolution, you are able to reconcile your online and offline data, but also cross-device, allowing you to benefit from a 360° profile view that gathers all data collected on each of your users.

07

### **DATA ENRICHMENT**

You can enrich your data with real-time events from your product catalog, an external API, the weather or from an external file.



08

### **FILTERING ACCORDING TO THE DATA**

Control the entire transmission chain and send only the necessary data to your partners under specific conditions.

09

### **MANAGING YOUR AUDIENCE**

A fine control of your audience is possible thanks to the Segmentation tool available in the platform. The accuracy of the segmentation will be correlated to the quality of your data.

10

### **GDPR COMPLIANCE**

A filtering function for sending data to partners according to the choices expressed by the user is available directly in the platform.

