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*Pearl Thinks, LLC Announces New Marketing Data Assessment Product*

*FOR IMMEDIATE RELEASE*

**August 5, 2019 Boston, MA – Pearl Thinks, LLC**, a leading data technology company and the developers of Pearl, the Customer Data Platform for e-commerce and retail businesses, today announced the release of a new product offering, the Marketing Data Assessment.

Pearl's Marketing Data Assessment (MDA) provides a critical view into the completeness, accuracy and upside potential of a brands customer marketing data.

Provided with a cross section sampling of your brands customer data, Pearl's MDA technology measures and scores the current state of your data across key categories and industry benchmarks. Additionally, the MDA details deficiencies and demonstrates where enrichment data is available to bolster your customer insights and optimize your database composition.

The MDA delivers detailed reviews and scores of 25 key customer data categories, including but not limited to customer affinities, shopping habits, finances, lifestyle as well as measurement of the accuracy and deliverability of both email and terrestrial addresses. This predictive assessment provides the analysis needed to drive key business decisions regarding a brand's customer database, enabling brands to improve the effectiveness and value of their most valuable asset – their database.

The MDA is delivered in the same user-friendly interface and format as our Customer Data Platform (CDP), Pearl but is not limited to Pearl subscribers alone. This and all Pearl data analytics products are readily delivered to non-subscribers, potential subscribers and non-subscribers alike.

Pearl's product and services empower e-commerce brands with the data driven wisdom about their customers and prospects to deliver significant ROI.

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***About Pearl Thinks, LLC:***

Pearl Thinks, LLC is a data technology company helping e-commerce brands of all sizes accelerate revenue growth by converting data into long-term customer and database value through data unification, enrichment, analytics, and marketing activation strategies.

[www.pearlthinks.com](http://www.pearlthinks.com)