

# HumanN Partners With 360Science To Support Exponential Growth



human<sup>n</sup>

WEBSITE  
humann.com

FOUNDED  
2009



## Smarter Marketing

Valuable insight  
into multi-channel  
campaign  
performance.



## Accurate Analytics

Complete,  
360-degree  
view of customers  
and activity.



## Better Alignment

Team collaboration  
ensures  
organizational  
success.



Every facet of our business is now data-driven. We've got the confidence that we're working with the best possible records and, as a result, are making smarter decisions and increasing sales.



ERIC SHAFFER, VP OF OPERATIONS AT HUMANN

## CHALLENGE

HumanN moves fast. With the rapid growth their nitric-oxide-based health products - they needed to scale quickly. But an ever-growing database on top of already-poor data was prohibiting. Nothing if not data-driven, Nobel-Prize-winner HumanN knew that accurate, actionable data would be key to growing the business.

Employing a complex, omni-channel marketing strategy, the company's database had recently ballooned with an influx of new customers and activity. As a result, data had become unmanageable and was siloed amongst a range of disparate sources. "As we scaled up marketing, the need for accurate campaign and customer data became more critical than ever," says Eric Shaffer, VP of Operations, "We knew our records were a mess, and that manual analysis would be error-prone and costly. We needed to automate."

Without complete, up-to-date records, Marketing was investing blindly, without insight into what was actually working.

Furthermore, customer service concerns were mounting, as the team lacked visibility into historical customer data. Manual processing was simply no longer an option and confidence in data quality was at an all-time low. Something had to change.

## SOLUTION

Enter 360Science.

HumanN selected 360Science for their refined and highly accurate approach to data matching. While alternatives offered general data matching algorithms — 360Science specialized in what matters most to HumanN: people. Able to match, enrich, and verify records faster and more accurately than the competition, 360Science was a no-brainer.

360Science was up and running in no time, allowing HumanN to see the impact of intelligent data matching immediately. "Despite having to process large volumes of data, the integration was smooth and the results reliable," explains Eric, "That combination of speed and accuracy was key, and allowed us to start realizing value right away."

In short order, the ripple effect of superior data quality could be felt throughout the organization. Marketing was able to make smarter decisions—identifying which campaigns were working (and which weren't), and planning with more confidence



than ever. Customers were happier—service representatives could better serve inquiries with a 360-degree view of customer profiles and activity. And, most importantly, sales were poised to flourish.

**"Today, the first thing management does each morning is review reports facilitated by 360Science,"** says Eric, **"Everybody is confident that the numbers are right and there's no longer the question of data accuracy. A true game changer."**

With renewed faith in their records, HumanN executives now have a complete, on-demand view of business health. As a result, teams are more aligned, and know exactly which levers are available to crush their company-wide goals.