



# Welcome to DataTrue

DataTrue is a digital data governance solution used to validate your web analytics technologies to ensure data collected is complete, accurate, and safe from 3rd parties.

## Key Features:

- PII detection
- Visual tag hierarchy
- Validation map
- Tag and data layer validation
- Test management API
- Downloadable exports

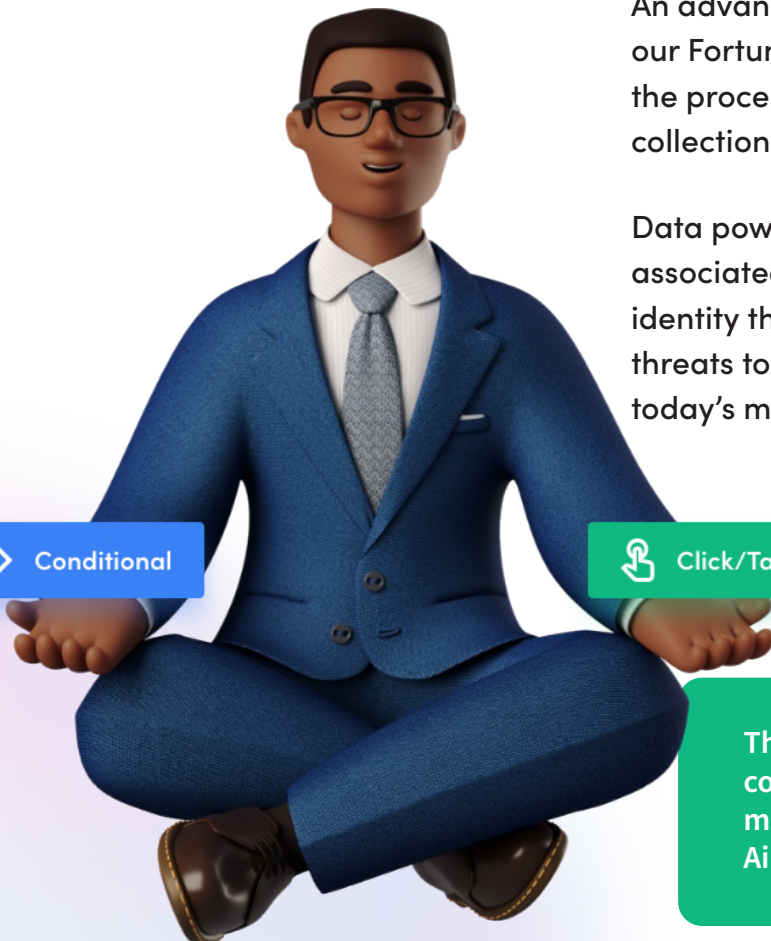
## Core Benefits:

- Time savings from manual testing
- Provide deeper depth of analytics testing and validation
- Minimize errors in production
- Minimize critical business decisions made with incorrect data
- Extra level of security for data privacy regulations

DataTrue protects an enterprise's investment in their digital presence by ensuring collection of accurate and compliant data.

An advanced automation tool that runs in the cloud, our Fortune 500 customers use DataTrue to automate the process of testing and quality assuring online data collection systems.

Data powers the information economy. And the risks associated with it continue to skyrocket. Data breach, identity theft, loss of customer trust—these are the threats to organizations of all sizes, in all sectors, in today's marketplace.



◇ Conditional

👉 Click/Tap

The risk and cost of data leakage is a serious cost to businesses - a loss of 38,000 records may cost up to \$1.5 billion, as British Airways experienced in 2019.

