BettrData

BettrData Delivers Scale

Commercial data product and service providers often struggle with operational roadblocks that slow delivery, drive up costs, and limit scalability. **BettrData's Forge Data Operations** platform removes those roadblocks with automation, modularity, and intelligent workflows that reduce engineering burden and accelerate time-to-value.

1/2
half the time spent on manual data tasks

50-70%
reduction in ROI impact

90%
reduction in data onboarding time

10-100x
faster data processing speed

1/5
at a fifth of the cost

Streamline Ingestion Of New Client Data

Onboarding is slow and manual. Custom files delay revenue, frustrate clients, and strain teams with format and compliance demands.

Faster Launches, Fewer Dependencies

- Accelerate onboarding across third-party sources
- Clear backlogs to speed delivery across formats
- Launch partner pipelines with no extra engineering
- Remove delays by resolving ingestion bottlenecks
- Standardize diverse data for consistent processing
- Boost output speed with high-throughput, low-latency flow

BD INGEST

Go live in hours. Onboard more with less. Clear backlogs, launch faster, and skip engineering delays.

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~0
loss of revenue through automated processes

2-4x
increase in operational efficiency from automation

Real-Time
audience activation, not weeks to months

Millions
of dollars in missed revenue unlocked

Segmentation That Moves With Your Business

Traditional segmentation is slow, manual, and cannot scale. Teams wait on queries, delaying insights and limiting impact.

Agile Targeting Across Use Cases

- Accelerate targeting with instant subsetting and filtering
- Enable B2B and B2C segmentation with no extra effort
- Equip teams to self-serve without engineering
- Expand segmentation across large, complex datasets

BD SELECT

Build activation-ready audiences in minutes—no data teams or complex queries. Solves slow performance, manual segmentation, and delays with AI indexing and distributed computing.

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80%
faster decision-making due to processing speed

Real-Time
audience activation, not weeks to months

$500K-$1M+
overall cost savings per year

2-4x
ROI on operational costs

Accelerate Campaigns And Data Activation

Even ready data stalls on formatting, compliance, and prep. Handoffs delay activation, miss windows, and kill momentum.

From Segments to Live Campaigns

- Convert segments into campaign-ready files instantly
- Automate privacy and compliance to lower risk
- Enable same-day campaign launches without manual prep
- Sync audiences to all activation platforms
- Run multi-channel campaigns without delay
- Accelerate segmentation through execution

BD ACTIVATE

Transform and sync files for compliant, real-time activation. Connect segmentation to execution, reduce delays, and ensure deployment readiness.

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95%
error reduction due to automated validation

2-4x
increase in operational efficiency from automation

Instant
data fixes through automation

~0
loss in revenue through automation

$500K
cost savings from reducing manual intervention

Deliver Data Seamlessly Across Platforms

Fragile integrations break easily, causing delays, manual fixes, and unreliable data. Engineers get stuck in maintenance, blocking scale.

Scalable Connectivity Without Fragility

- Standardize integrations with interoperable endpoints
- Exchange data in real time or batch across platforms
- Map and validate automatically to minimize errors
- Scale enterprise workflows without rework
- Replace legacy tools and iPaaS to lower costs
- Grow client base without growing the team
- Maintain consistency and simplify integration

BD INTEGRATE

Deliver API-first orchestration, schema reconciliation, and format translation for seamless, real-time and batch data sync across platforms.

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Fewer
errors, higher productivity

3-4x
more time for engineers to focus on strategic work

$250K
per year saved annually through automated data processing

50-70%
reduction in labor cost

Ensure Clean, Consistent Data

Manual checks miss issues, delay delivery, and erode trust. Errors reach clients, rework wastes time, and quality control stays inconsistent.

Streamlined Enrichment for Smarter Delivery

- Ensure clean, validated data without custom rules
- Stop bad records before they impact delivery
- Guarantee compliant, complete outputs every time
- Maintain reliability with full audit and issue tracking
- Eliminate delays by enriching data directly in-platform
- Support instant enrichment via API or file post
- Enhance datasets with AI-powered precision
- Add depth with third-party overlays and identifiers

BD ENRICH

Go live in hours. Onboard more clients with less effort. Eliminate backlogs and launch faster—freeing engineers to focus on engineering, not onboarding.