



## Data Specialist training

### Module BM04: Risk Management

#### Group case study

Good quality of data is a very important aspect in scope of risk management related with data management.

The task is to write down most important dimensions of data quality – please point out at least five with appropriate description.

Dimension	Description

Which three of them would you consider the most important for marketing online campaign in:

- a) social media channel;
- b) adwords – shopping;
- c) adwords – search;
- d) affiliate / GDN;
- e) marketing automation.