

Success Story: How Brightpro helped Audion build a stronger commercial data foundation for its next phase of growth

Client context and challenge

Audion is the Performance Audio Platform that helps brands and agencies activate campaigns across premium audio environments and uses AI to drive optimisation.

As Audion continues to grow, the quality and reliability of its commercial data is becoming an important foundation for the next stage of the company's operating model. Contact and company information had been built over time from multiple sources, including sales activity, events, external lists and manual inputs.

This created a practical challenge. To support further expansion, Audion needed a more trusted source of truth: one that could support better segmentation, commercial follow-up, ownership, reporting and selected workflow improvements.

The objective was not simply to clean data. It was to strengthen one of the core foundations Audion needs to support commercial efficiency, operational scale and future growth.

Why data readiness matters

For fast-growing commercial organisations, data is constantly created through sales activity, industry events, inbound marketing, partnerships and client conversations.

When that information is incomplete or inconsistent, the impact is practical. Teams lose time reconciling records, contacts are harder to segment, ownership becomes less clear, and follow-up is more difficult to manage.

This is why data readiness is not just a technical issue. It is an operating model issue. The same challenge applies to AI and automation. Salesforce's 2026 State of Data and Analytics research found that 84% of data and analytics leaders say their data strategies need an overhaul before their AI ambitions can succeed. It also found that 89% of leaders with AI in production have experienced inaccurate or misleading AI outputs. For Audion, improving data readiness was therefore a necessary step towards a more scalable commercial operating model.

Brightpro's approach

Brightpro worked with Audion to review, clean, standardise and enrich key commercial data across existing records and new contact lists.

The work focused on creating a more reliable source of truth by:

- Standardising contact and company information
- Improving the completeness of key commercial fields
- Strengthening job title and function coverage
- Identifying and reducing duplicate and near-duplicate records
- Flagging cases requiring Audion's validation
- Separating rule-based clean-up from decisions requiring business judgment
- Preparing new contacts for more structured commercial use
- Creating a clearer basis for future governance and workflow improvements

A key principle was to combine structured processing with human review where needed.

Some records could be corrected through clear rules. Other cases required Audion's input because they could affect ownership, account structure or commercial context. This helped improve the data foundation without forcing uncertain changes that could create downstream commercial issues.

Operational impact

The project gave Audion a cleaner, more complete and more usable commercial data foundation.

Across the existing database, the completeness of key contact fields increased more than fivefold. This included stronger coverage of job title and function data, which is critical for audience segmentation, message relevance and commercial prioritisation.

For a marketing and sales organisation, this matters because better role-level data helps teams distinguish between decision-makers, influencers, operational contacts and lower-priority records. It also creates a stronger base for campaign targeting, prospecting, upsell activity and more consistent handoff between marketing and sales.

For new event contacts, Brightpro created a repeatable processing model to clean, deduplicate, complete and prepare lists before they enter Audion's commercial systems. This helps reduce the manual effort typically required after events, improves the quality of records available for follow-up, and creates a stronger foundation for future automation around event-list import, deduplication, enrichment and routing.

The work also reduced fragmentation by identifying and resolving duplicate and near-duplicate records where confidence was sufficient. Where records required commercial judgment, they were flagged for Audion rather than merged automatically.

The result is not just a cleaner dataset. It is a more reliable source of truth that can support better commercial execution, clearer governance and future workflow improvements.

Client quote

“Working with Brightpro helped us create a more reliable commercial data foundation for how we segment audiences, manage new contacts and support follow-up between marketing and sales. Having cleaner and more complete data gives us a stronger base for campaign targeting, commercial prioritisation and the next stage of our operating model.”

Geoffrey Fossier
Global CMO
Audion

What this project demonstrates

This project shows that growth depends on more than adding new tools or processes. It requires strong operational foundations.

For commercial teams, trusted data is the engine behind segmentation, prioritisation, ownership, follow-up, reporting and workflow improvement.

Once that foundation is stronger, organisations can move with more confidence towards higher-value use cases such as event-list processing, lead qualification, account prioritisation, follow-up automation, dormant account resurfacing, meeting note standardisation and next-best-action support.

The lesson is clear: before an organisation can scale its commercial operating model, it needs a source of truth it can trust.