

RINGLEAD CLEANSE

Solve your dirty data problems with the industry's most powerful data quality solution for CRMs and Marketing Automation Platforms.

RingLead helps organizations drive action, efficiency, and insight from their most valuable asset - data.

WHY RINGLEAD CLEANSE?

Improve CRM and MAP health

Reduce the negative effects of bad data on your workflows

Better data integrity

Gain more relevant insights and analytics

Uncover lost revenue

Increase ROI on software purchases

Maximize campaign effectiveness

Boost ABM with a single source of truth

Save time and money

Supercharge productivity with a sleek, organized database



"RingLead Cleanse gives me peace of mind. I know that when I'm going to send something out, I have the right list and my database is clean."

Laura Enseki
Marketing Manager,
FilmTrack

KEY FEATURES

Deduplication

Take advantage of powerful proprietary deduplication technology to quickly and easily merge duplicates based on your needs.

Normalization

Standardize your data with centralized naming conventions to improve reporting, analytics, and accessibility.

Mass Delete

Bypass Salesforce's limit of 250 objects deleted at once and never worry about record limits and storage size ever again.

Mass Update

Leverage powerful bulk actions to update thousands of records at once and maintain a clean org customized to your exact data needs.

Lead-To-Account Linking

Streamline your account-based strategy with powerful Lead-to-Account linking.

Cleanse Scheduler

Schedule hourly, daily, weekly, or monthly cleanse tasks to keep your data clean and actionable whenever you need it.

KEY SPECS

Standard & Custom Object Functionality

Get total flexibility in your clean data initiative with standard object, cross-object, and custom object deduplication.

Advanced Field Matchers and Matching Logic

Set up complex matching parameters by combining our 46+ strict and fuzzy field matchers with one or more conditional (and/or) logic operants.

Flexible Filtering

Set up filters to only cleanse a subset of your data based on your specific database needs.

Master Record and Surviving Field Value Rules

Set the master record and surviving field value rules to preserve lost field values and paint the perfect picture after every merge.

Integrations

With a simple set up, easy-to-follow instructions, intuitive user interface, and a team of dedicated support specialists, clean data is only a few clicks away.

- **Salesforce**
- **Marketo**
- **Pardot**
- **Eloqua**