

RINGLEAD ENRICH

**Keep your data clean, current,
and campaign-ready.**

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

WHY

RINGLEAD ENRICH

Fresh data at your fingertips

Combat data decay, inconsistencies, and human error

Streamline your ABM efforts

Gain 360° views of target accounts

Personalization made easy

Make a great first impression with relevant messaging and engagement

Take smarter lead action with real-time intel

Score and route new leads based on stronger data points

Elevate your go-to-market strategy

Gain a better understanding of your customers' needs and preferences



"We've been able to capture even more segmentation attributes across contacts and accounts that have helped us to get even more targeted with marketing."

Matt Breese

Senior Marketing Manager,

MIT

KEY FEATURES

Real-Time & Batch Enrichment

Enhance your existing CRM and MAP records and incoming records to ensure only complete profiles get scored and routed to your sales team.

Normalization

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

Intelligent Webforms

Leverage RingLead Enrich in your web-to-lead strategy to reduce form fields and decrease form abandonment without sacrificing lead quantity and quality.

Contact Data Verification

Get the peace of mind that your sales outreach and marketing messages reach the right person at the right time, every time.

Fill Rate Reports

Utilize per-field fill rate reports and enrichment credit breakdown metrics to develop an enrichment strategy that works for your business needs.

DataExchange

A Searchable Catalog Of Data Vendors

The DataExchange is built for transparency and ease of access to anyone looking to find, test, purchase, and transport third party data.

Get The Right Data Into Your CRM And MAP

The DataExchange is built on our powerful enrichment technology so you can not only find the data you need but operationalize it in real-time.

Customizable Matching Logic

RingLead allows users to create custom matching logic off of a 3rd party database so you can see enrichment match rates up to 50% higher than with the data provider alone.

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**