



Industry: **TECHNOLOGY**  
 Product: **DMS CLEANSE & DMS DUPLICATE PREVENTION**

“RingLead DMS 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



### THE COMPANY:

FilmTrack is a SaaS company specializing in products that streamline the complex intellectual property management process, transforming the way the media and entertainment industry monetizes, measures and delivers content across every point in the intellectual property lifecycle. FilmTrack has been viewed as a leading end-to-end rights management solution since its inception in 1996.

**INDUSTRY:**  
**TECHNOLOGY**

### CHALLENGE:

FilmTrack’s sales and marketing teams wanted an effective way to clean and prevent duplicate records in their Salesforce. Duplicates impacted FilmTrack’s ability to reach out to potential clients and resulted in higher opt out rates, record keeping confusion and overpaying for marketing automation storage.

### SOLUTION:

**DMS CLEANSE &  
 DMS DUPLICATE PREVENTION**

### THE BUSINESS CHALLENGE:

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### THE SOLUTION:

FilmTrack implemented DMS Cleanse and DMS Duplicate Prevention to clean and protects its database and improve sales and marketing processes around data.

DMS Cleanse is an industry-leading deduplication tool with 55+ custom matching logic rules, custom master record selection, custom field level selection, and an advanced deduplication task scheduler. DMS Duplicate Prevention is a real-time duplicate prevention platform capable of preventing duplicates from the three primary data sources: list imports, web forms and manual entry. Both hosted on Amazon Web Services, the tools together provide a reliable, secure and scalable environment to clean and protect data.

### THE RESULTS

FilmTrack implemented DMS Cleanse and DMS Duplicate Prevention to clean and protects its database and improve sales and marketing processes around data.

- Reduced list importing process by an average of 2 hours per list
- 100-200 duplicates prevented daily
- Easier reporting on marketing KPIs

“DMS saves me time and frees up my schedule, allowing me to work on other things,” Laura said. “...and I love the level of support I received with RingLead. Implementation was quick and fast. The support is really great.”