

CASE STUDY

How Altium supercharged sales and marketing with RingLead



Overview

The Company

[Altium](#) is an Australian software company that makes PC-based electronics design software for engineers who design printed circuit boards. Founded in 1985, the company was one of the first to revolutionize the way that printed circuit boards were designed..

Industry

Software, Internet & Computer Services

Challenge

Altium was wasting several hours a week on manual lead routing and duplicate management.

Solution

RingLead Cleanse & RingLead Prevent

Results

Since deploying RingLead, Altium has been able to drastically improve the quality of its data, removing existing duplicates, and preventing new duplicates from lists, web forms, and manual entry.

200K
duplicates merged

Business Challenge

Altium was wasting several hours a week on lead routing and duplicate management. Duplicates were causing significant delays and inaccuracies in the sales and marketing process, leaving the team struggling to optimize their workflows. In order to make its teams more efficient, Altium knew they needed way to remove duplicates quickly, reliably, and affordably.

Solution

Altium implemented RingLead Cleanse and RingLead Prevent to rid their database of existing duplicates, and prevent future duplicates from occurring. The goal was to improve the efficiency and scalability of both sales and marketing by drastically improving the quality of Altium's data.

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.

RingLead Prevent prevents duplicates from the three primary data entry sources—list imports, web forms and manual entry—to help organizations maintain a pristine database at all times. Both hosted on Amazon Web Services, the tools together provide a reliable, secure and scalable environment to clean and protect data.

Results

With RingLead's help, Altium recognized significant improvement in its data.

- 200K+ duplicate records identified and merged
- 100 – 200 duplicates prevented daily
- Increased sales and marketing efficiency and campaign performance

“ *It made sales more efficient and prevented sales from wasting time . It just makes the whole process run much smoother.* ”

Iryna Zhuravel

Manager, Marketing Automation & Analytics

