

CASE STUDY

How DatacenterDynamics leveraged RingLead to jumpstart data quality



Overview

The Company

DatacenterDynamics (DCD) is an international B2B media and publishing company that develops products to help senior professionals in the world's most ICT-dependent organizations make risk-based infrastructure and capacity decisions.

Industry

Media Production

Challenge

DCD needed to mass convert leads into matching accounts and create net new accounts for existing leads that they were planning on converting to contacts.

Solution

RingLead Cleanse for Salesforce and Marketo

Results

After just a month of using RingLead, DCD increased its Contacts by 420% with more than 85K clean contacts converted to match unique Accounts.

3.6K+
records cleansed

Business Challenge

DCD wanted to gain a better understanding of the size, segmentation and structure of its 220K+ record database. DCD's database consisted of a wide range of unstandardized industries and personas, with Sales relying on Salesforce as the single source of truth and other departments using lead-based structures. Dirty, unstandardized data wreaked havoc across the company, from sales and marketing, to the conference production and audience development teams. In total, close to 50 team members across 5 offices worldwide were impacted by data-related issues at DCD.

In order to regain control over its data, DCD set out to conduct a mass conversion of its database. The team first attempted to manually tackle the issue—manually converting between 500 and 750 leads a week. They also attempted to manually create new accounts without creating duplicates. DCD found its manual processes to be time-consuming and error prone, highlighting the need for an automated solution.

When searching for a solution, DCD focused on finding a tool that would help improve and automate the conversion process, supercharge mapping capabilities, and accurately allocate converted leads to the right account with precision.



Once we understood RingLead capabilities, we created certain fields in our Salesforce instance to help us improve that allocation (for example, email domain fields for corporate email addresses, to make sure Leads were converted and allocated into the right Accounts).





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Solution

DCD deployed RingLead Cleanse to regain control over its Salesforce and Marketo databases.

Cleanse for Salesforce and Cleanse for Marketo are both available as stand-alone data quality tools, or as components of RingLead's fully integrated, scalable data management solution. RingLead's suite tackles all core data management processes including data discovery, deduplication, standardization, duplicate prevention and enrichment.

Cleanse for Salesforce empowers organizations to dedupe existing data with complete control over how duplicates are identified and merged. Robust features (including a deduplication task scheduler, mass update, mass delete, and surviving record rules) enable users to remain in control of their data at all times. Cleanse also enables businesses to standardize all fields on a record based on the organization's preferences.

Cleanse for Marketo boasts powerful, precise deduplication capabilities, allowing Marketo users to take full control over the health of their Marketo database without requiring a CRM. Built on RingLead's proprietary Cleanse technology, Cleanse for Marketo enables marketing experts to eliminate duplicates from Marketo with RingLead's 45+ comprehensive matching algorithms

RingLead's solutions integrate directly with leading CRMs and MAPs like Salesforce, Marketo and Eloqua to empower organizations with complete, centralized and secure control over their data.

Results

Within the initial trial period with RingLead, DCD was able to convert **5K+ new leads to contacts**, helping bridge the gap between the data that mattered to sales and the data that mattered to other departments like DCD's Data & BI team.

After experiencing RingLead's robust matching capabilities firsthand, DCD immediately began refining its matching criteria and increasing its conversion pace by leveraging RingLead's deduplication task scheduler.

In just one month, with the help of RingLead, DCD was able to:

- **Dedupe 3.5K + Leads and Contacts** within Salesforce alone.
- **Increased Contacts by 420%** with more than 85K clean contacts converted and linked to unique Accounts.

"RingLead has been extremely supportive on trying to understand our needs as a company, our processes as a Data & BI team, and being straightforward with the solutions that they were able to offer and the potential impact that it would have to our organization and our team efforts."



About RingLead

Since 2003, RingLead remains the market leader in data quality, lead optimization and trusted partner of large enterprises, Fortune 500 companies and small businesses across the globe.

ringlead.com

