How Mintigo transformed its ABM strategy with RingLead

Overview

The Company

Mintigo helps businesses drive better results and find the fastest route to revenue through predictive marketing. Their fully-automated AI platform helps to harness the power of big data enabling marketing and sales to gain valuable insights on their customers.

Industry

Business Services

Challenge

Mintigo required a way to clean and standardize its database for stronger, scalable account-based marketing (ABM).

Solution

The RingLead Platform

Results

Since deploying RingLead, Mintigo has been able to maintain clean data and define unique accounts in their database for more effective, measurable ABM.

1090+
accounts merged

Business Challenge

Mintigo struggled to gain a single view of the buying committee of its target accounts due to duplicate data. The Mintigo team required a solution that would remove duplicates and enable them to easily identify all unique people, both lead and contact records, within an account while keeping all associated activity.

Solution

Mintigo deployed The RingLead Platform to help dedupe leads, contacts, and accounts in its database and gain clear insight into which unique accounts are actually engaging.

The RingLead Platform is a fully integrated, scalable data management solution that tackles all core data management processes including data discovery, deduplication, standardization, protection, and enrichment. RingLead integrates directly with leading CRMs and Marketing Automation Systems like Salesforce and Marketo to empower organizations with complete, centralized and secure control over their data.

Results

RingLead helps Mintigo execute and understand the performance of their account-based strategies and demand generation programs with clean, reliable data. Since deploying RingLead, Mintigo has merged approximately 1090 accounts and 300 contacts, while simultaneously protecting their database from incoming duplicates via web forms and list uploads.

" Being able to get one holistic view on each customer, one holistic view on each person, is really helping us understand how our programs are impacting the business and who we should be actually engaging with. "

Nida Chughtai
VP of Marketing