

CASE STUDY

How SecurityMetrics improved their list import process with RingLead



Overview

The Company

[SecurityMetrics](#) is a global leader of industry compliance and data security solutions focused on helping customers close security and compliance gaps to avoid data breaches. SecurityMetrics has tested over 1 million systems for security, and helps companies simplify compliance mandates (PCI DSS, HIPAA, GDPR) through vulnerability assessments and data security tools.

Industry

Software, Internet & Computer Services

Challenge

SecurityMetrics needed a way to easily identify leads and update contacts when importing trade show lists to their CRM.

Solution

The RingLead Platform

Results

SecurityMetrics was able to drastically reduce the time required to process and import trade show lists by deploying RingLead. Year-to-date, SecurityMetrics prevented 5,200 duplicates from list imports and manual entry.

**5,200
duplicates
prevented**

Business Challenge

SecurityMetrics attends a number of trade shows and conferences throughout the year, purchasing attendee lists beforehand to help the Sales team generate opportunities and on-site meetings. These lists range anywhere from 100 to 10,000 attendees and require teams of 5 to 10 employees to manually clean before importing to Salesforce.

While building pipeline from these lists proved to be invaluable, SecurityMetrics lost days of productivity due to an unstandardized workflow around how trade show lists should be processed.

SecurityMetrics needed a solution that would streamline its list import process and allow its team to identify existing contacts and matching accounts in Salesforce, faster, without sacrificing accuracy.

When searching for a solution to address its challenges, SecurityMetrics identified usability, robust features, and cost as primary buying criteria. Flexible controls over what qualified as a duplicate, how surviving master fields were selected, and how potential duplicates were handled, were also important.



You're in control when it comes to data management. Ringlead provides you with the tools needed to truly maintain your data.



Taylor Boyer

Salesforce Administrator



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Solution

SecurityMetrics deployed The RingLead Platform to streamline its list import process and fuel overall data quality in Salesforce.

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.

SecurityMetrics was specifically interested in leveraging RingLead's list import feature to prevent duplicates and identify existing contacts and matching accounts in Salesforce.

RingLead's list import boasts robust matching logic criteria and customizable surviving record rules to help users determine how potential duplicates are matched, and which field values survive during a merge.

RingLead's list import also empowers users with the ability to match net new leads to existing accounts, import lists of accounts, and create contacts and accounts if no match is found.

Results

By deploying RingLead, SecurityMetrics was able to easily build sales pipeline from trade show lists, building out a scalable process to quickly and effectively import lists, create new leads and identify existing contacts and matching accounts in Salesforce.

With RingLead, SecurityMetrics was able to significantly reduce the time required to process and import trade show lists, importing just over 200 lists, and preventing 5,200 duplicates year-to-date.

While preventing duplicates was a priority for SecurityMetrics, the team was also focused on overall data quality and record standardization. Year-to-date, SecurityMetrics has normalized 23K records with RingLead, allowing for optimized data workflows, reports, and sales and marketing campaigns.

"RingLead is one of the only companies I've seen that has gone out of their way to not only take care of us as a customer, but take the time to provide 1:1 trainings on how to properly use their tool."



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

