



RINGLEAD  
**CUSTOM DATA**  
SERVICES

# CUSTOM DATA SERVICES

ACHIEVE DATA QUALITY IN RECORD TIME WITH HELP FROM THE EXPERTS



## CUSTOM DATA SERVICES OVERVIEW

RingLead's Custom Data Services are designed to support businesses on their journey to complete data quality. One-time services cover assessment, complete data cleansing and enhancement. RingLead also offers a suite of perimeter protection tools—Web Submissions, List Import and Unique Entry—that can be customized with the help of a data scientist to allow for ongoing protection.

True data maintenance is an ongoing process that requires attention, dedication and a basic working knowledge of data. RingLead's Custom Data Services are the first steps toward unlocking the real potential of your database.

# CUSTOM DATA SERVICES

## IT'S SIMPLE.

You give us your file. We do all of the work.



### RINGLEAD'S CUSTOM DATA SERVICES WILL ALLOW YOU TO:

- **Increase** work productivity among sales and marketing teams
- **Gain** a competitive advantage with exclusive information on prospects
- **Tailor messaging** to customers and buyers
- **Boost** lead generation
- **Improve** lead scoring
- **Reduce** bounce backs, unsubscribes and overall cost of email distribution
- **Implement** successful Account-Based Marketing Strategies
- **Leverage** social media as a platform to connect with prospects

# CUSTOM DATA SERVICES

## ACHIEVING DATA QUALITY

with RingLead Custom Data Services

SERVICES CAN BE PURCHASED  
INDEPENDENTLY.

### ANALYZE



#### USING DUPE DIVE & DMS DATA CLEANSE

Our expert data scientists run a data analysis on your database to discover problem areas and develop a customized course of action. We provide comprehensive assessments of your contacts and accounts to determine how bad your duplicate situation is, where your duplicates are coming from, and how you compare to other Salesforce customers.

### CLEAN



#### USING DMS NORMALIZATION & DEDUPLICATION

Once we develop a plan for your unique database, we begin *normalization*.

**Normalization**, also commonly referred to as *standardization*, is a fundamental step in achieving data quality. At this stage, you define standards for the fields in your database and we run batch processing to ensure standard values across your system.

# CUSTOM DATA SERVICES

We incorporate fuzzy matching to identify and modify appropriate record values. Normalization can tackle proper case formatting (i.e. “john” and JOHN”, job titles (i.e. “Dir. Of Marketing,” “Marketing Director” and “Dir. of Mktg.”, state and country values (i.e. “New York,” “NY,” and “ny.”) and address values (i.e. “Street,” “St.” and “st.”)

**For customers using RingLead DMS**, we can also set DMS to automatically enforce normalization standards on all incoming data from web forms, lists, excel spreadsheets and more. Normalization dramatically reduces costs and labor associated with deduplication by providing a foundation to work with.

**Next up**, we begin duplicate removal using best-in-class matching rules and custom field level merge rules found in DMS Deduplication. Our expert data scientists save you hours of valuable time with this one “simple” task.

**We’ll source, research and update blank fields in your database using the industry’s #1 prospecting tool, RingLead DMS Capture.** As part of a one-time data service your trusted data expert will also append validated email addresses and website URLs using RingLead’s Profiler and DMS Data Validation.

## ENHANCE



### USING DMS ENRICHMENT

**Everybody’s favorite:** Data Enrichment. Our data scientists enrich your records with valuable firmographic and contact data such as phone numbers, company size and social media links, to bring you a **360° view of your leads**, accounts and contacts. We guarantee a match rate of 65-90%, one of the highest in the industry.

# CUSTOM DATA SERVICES

**We reconnect and find new leads.** If we discover a contact in your database has left their company, we seek to reconnect you with that contact by discovering a contact for them at their new company. We also search for new contacts on existing accounts to help you build a sphere of influence.

**List Building.** Our List Building Data Services puts the power of list generation in your hands. Using Market Mapper, we build lists of net new target companies and then search the companies for target leads/contacts. We also provide 'what they do' niche list building based on self description from the company's Home or About Us pages. Traditional list building services ask you to identify target companies using an outdated system, leaving you with hundreds of irrelevant companies to search through. Our custom list building also includes targeting by technology based on RingLead's original database of indexed websites, case studies, press releases, job postings and more.

## REPORT



### USING DMS REPORTING

**Numbers don't lie.** At the end of any custom data service job we report on what we did including statistics like number of net new records, number of duplicates prevented, number of records updated, and number of fields enriched for leads, contacts and accounts.

# **CUSTOM** DATA SERVICES

**CALL US TODAY AT**

**1 (888) 240-8088**

to discover the right **Custom Data Services**  
to fit your unique need.



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**+1 (888) 240-8088**