How FilmTrack optimized its Salesforce with RingLead

Overview

The Company

FilmTrack is a SaaS company specializing in products that streamline the complex intellectual property management process, transforming the way the media and entertainment industry monetizes, measures and delivers content across every point in the intellectual property lifecycle.

Industry

Technology

Challenge

FilmTrack's sales and marketing teams wanted an effective way to clean and prevent duplicate records in their Salesforce. Duplicates impacted FilmTrack's ability to reach out to potential clients.

Solution

RingLead Cleanse & RingLead Prevention

Results

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

100+
duplicates prevented daily

Business Challenge

FilmTrack's sales and marketing teams wanted an effective way to clean and prevent duplicate records in their Salesforce. Duplicates impacted FilmTrack's ability to reach out to potential clients and resulted in higher opt out rates, record keeping confusion and overpaying for marketing automation storage.

Solution

FilmTrack implemented RingLead to clean and protects its database and improve sales and marketing processes around data. RingLead Cleanse is an industry-leading deduplication tool with 55+ custom matching logic rules, custom master record selection, custom field level selection, mass update and delete, and an advanced deduplication task scheduler.

RingLead Prevent is a real-time duplicate prevention tool that prevents duplicates from three primary data sources: list imports, web forms and manual entry.

Results

FilmTrack implemented RingLead to clean and protects its database and improve sales and marketing processes around data.

• Reduced list importing process by an average of 2 hours per list
• 100-200 duplicates prevented daily
• Easier reporting on marketing KPIs

> *RingLead saves me time and frees up my schedule, allowing me to work on other things… and I love the level of support I received with RingLead. Implementation was quick and fast. The support is really great."*

Laura Enseki
Marketing Manager