RINGLEAD

DATA ORCHESTRATION
FOR MULTI-VENDOR ENRICHMENT

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Every data driven company initiative - ABM, Lead Scoring, Lead Routing, etc - requires complete and up to date data - which is why **US Marketers spend over $20 billion per year on 3rd party data.**

However, no single data provider has the perfect data for every persona or industry, and every vendor has their own unique taxonomy - which is why **most data providers have match rates of only 30-40%.**

RingLead's data orchestration platform allows companies to easily find, integrate and orchestrate data from multiple data providers into their Salesforce and Marketing Automation platform while ensuring that the data is standardized and segmented to their unique business requirements.

RingLead's Data Orchestration Platform allows companies to set up automated multi-vendor enrichment workflows in their CRM and MAP to secure higher match rates and better results, than a single data provider.

Package Settings

Package Name *
Zoominfo & Clearbit - Company Package

Package Vendor Apis *

ZoomInfo Company API ⊗ Clearbit Enrichment - Company API ⊗ Clearbit Enrichment - Combined API ⊗

180byTwo Intent API

180byTwo Match API

Aberdeen Site Intel API

Agile Education - Institutions API

Agile Education - Personnel API

Bing Search - Company Facebook

Bing Search - Company Phone

Bing Search - Company Twitter

KEY FEATURES
OF RINGLEAD'S DATA ORCHESTRATION PLATFORM
FOR ENRICH INCLUDE:

- **Integrated with RingLead DataExchange** for seamless acquisition and ingestion of third party data

- Customize **Field Level Multi-Vendor Enrichment** Waterfalls

- Customization of **Bulk Enrichment** Task to enrich without having to import or export

- **List Upload Enrichment -** Seamlessly import, map, enrich, standardize, and merge list files with your existing dataset.

- Assign data sources as primary, secondary, and tertiary to ensure higher match rates.

- **Real-Time Trigger Based enrichment** to automate realtime enrichment according to unique business requirements

- **Real-Time Web Submission/HTTP Post Enrich** - Enrich, validate, and dedupe, every lead from your website forms, in real-time, so you can make sure your forms are short as possible and ensure your MAP & CRM has the information needed for you data driven initiatives.

- **Rest API Enrichment**

- **Real-Time & Bulk Normalization -** Standardize 3rd party data to fit your organization's unique requirements, not the other way around.

- **Real-Time & Bulk Segmentation** - Automate unstructured data points into usable segments (Job Role, Job Function, Industry, Territory, etc.).

RingLead's DataExchange

RingLead DataExchange is integrated into the data orchestration platform, and provides an Amazon-like experience for discovering, reviewing, and acquiring data from leading industry data vendors.

RingLead's pre-built connections and templates, seamlessly allow users to ingest and manage 3rd party data from multiple vendors.

Using the DataExchange with RingLead's batch enrichment and real-time enrichment automation templates, users can operationalize new data providers in minutes, not days.
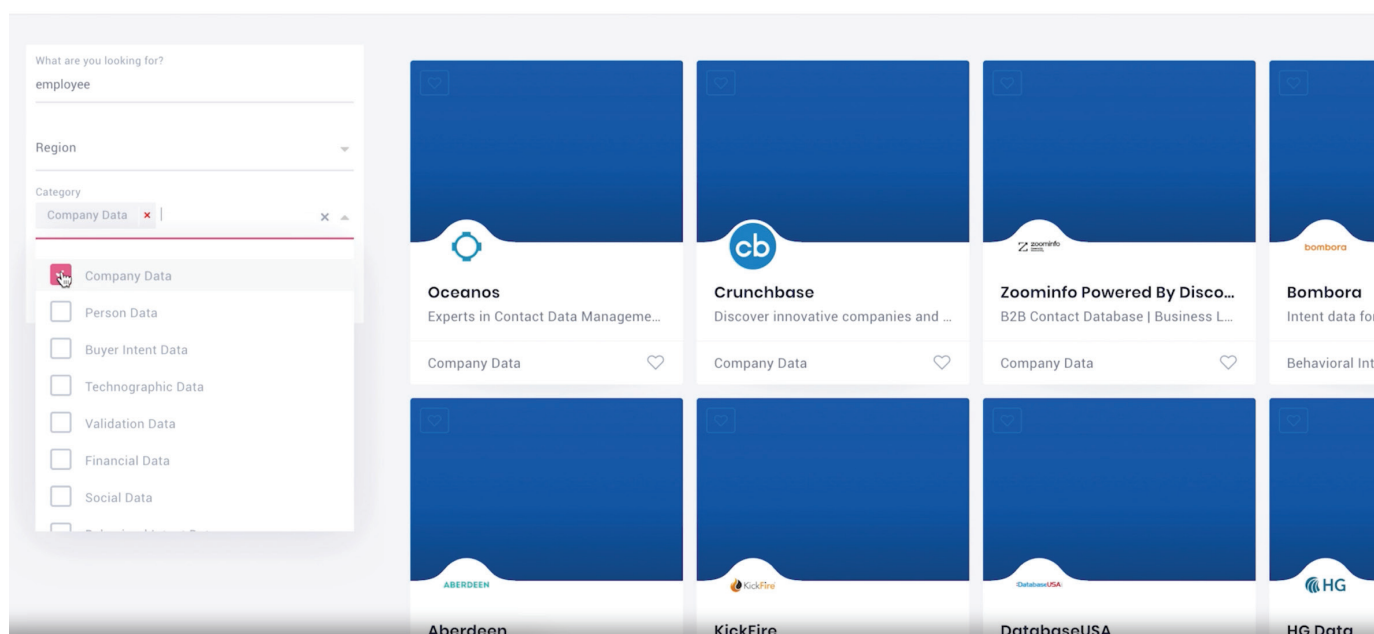
Batch Enrichment

Batch enrichment allows you to **enrich** CRM/MAP **data in bulk without having to import or export data.** Changes take place at the Salesforce data center.

Easily configure and re-use multiple variations of enrichment tasks that operate on different subsets of data.

Seamless Enrichment of List Uploads

With the List Import module you can import new leads and update existing records & campaigns in one process. Take advantage of customizable best practice templates to seamlessly configure how the values from the list update and append data to your existing leads, contacts, accounts and custom objects, or automate the orchestration and deduplication.

A drag-and-drop interface allows you to automatically map, standardize, and merge list files to align with your existing dataset, which can be customized to your specific business requirements and saved for future recall.

Whether uploading a lead list from a data provider or a trade show list, List Import removes the manual labor, lag, and stress associated with uploading data from external sources.

End to End Data Orchestration

RingLead's Data Orchestration Platform allows users to run deduping, lead-to-account matching, normalization, segmentation, and data fixing algorithms to prepare data first to ensure a higher match rates and so records enriched through 3rd Party Data in their ABM campaigns and other key business initiative.

For example, by linking leads to accounts, enriched account fields like Technologies Used and Industry, are written to leads, so that those data points could be utilized in segmentation and ABM campaigns.

Field Level Multi-Vendor Waterfalls

RingLead allows you to operationalize multiple data providers by creating multi-vendor enrichment waterfalls on each field to ensure higher match rates and more accurate data.

Easily assign multiple vendors to enrich a single field by creating if/then Boolean statements that determine which vendors are called on across multiple scenarios.

You can assign data sources as primary, secondary, and tertiary data providers to ensure higher match rates on a field by field level, ensuring you get the data you need in each field. This process is streamlined by using or customizing pre-built templates.
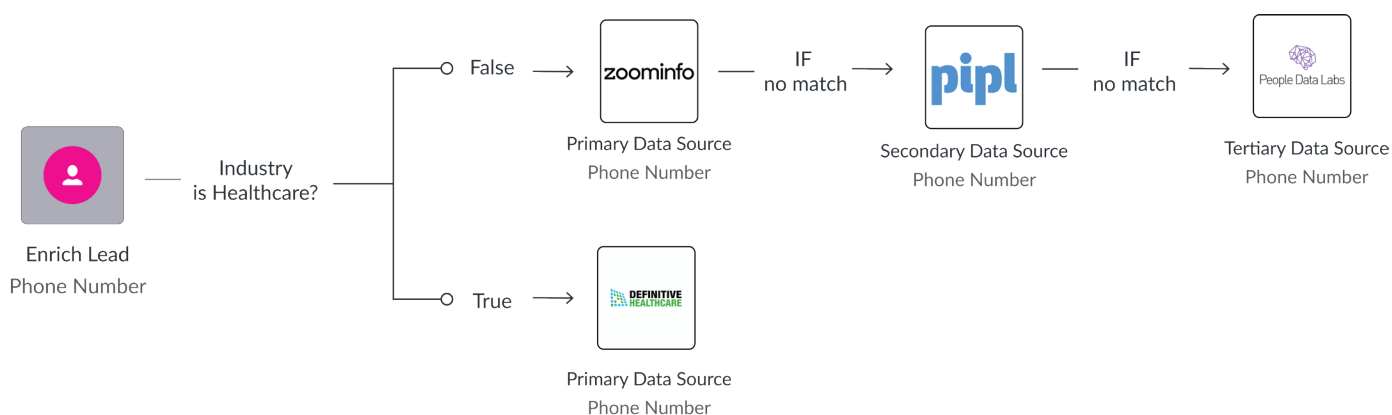
Always-on Scheduled Tasks

Run bulk data enrichments tasks at a frequency of your choice. You can set them to occur daily, weekly, monthly or whenever fits your organization's specific requirements.

Trigger Based Enrichment

Trigger based enrichment allows you to specify types of activity in your Salesforce and connected systems that prompt RingLead to enrich and orchestrate your data.

Customize best practice templates that ensure you have the right data for all your business processes.

You can enrich and orchestrate your data any time, such as when a Lead becomes a Sales Qualified Lead (SQL), ensuring that sales people and systems have the right data, in the right format.

Standardize 3rd Party Data to Your Taxonomy

Apply RingLead orchestration automation to 3rd party data provider data as it flows into your Salesforce or MAP. This ensures that 3rd party data is standardized and segmented in real-time to fit your organization's unique requirements, not the other way around.

Automate Unstructured Data Points into Usable Segments

RingLead Data Orchestration platform allows you to seamlessly create and populate segmentation fields, with data values that make up critical B2B buyer segments and personas.

RingLead's pre-built segmentation templates are customizable and allow you to orchestrate unstructured data points into structured personas and vertical segments to fit your unique business requirements.

This unstructured data may take the form of having multiple leads with various job titles that all represent the same role, but have no Job Level or Job Function field; or there are too many variations on industry data (i.e dozens of NAICS codes represent the same vertical). Some standard segment templates that can be used to orchestrate enrichment include:

- **Job Function/Department** - Mapping of dozens job titles to department segments such as Content Manager = Marketing

- **Job Seniority/Job Role** - Mapping of dozens of job titles to job seniority segments such as CMO = C- Level

- **Industry** - Mapping of NAICS Codes, SIC Codes, and industry keywords to industry segments such as NAICS Code is 523910 = Venture Capital and Private Equity

- **Company Size** - Mapping of revenue and employee ranges to company size segments such as Employee Range: 50-100 = Medium Business

- **Territory** - Mapping of address, state, and zip code values to territories such as Zip Code: 90210 = Southwest.

Web Submission Enrichment/Intelligent Forms

As prospects fill out forms on your website, Intelligent Forms automatically appends the data needed to segment, route and score your leads in real-time in accordance with your multi vendor enrichment waterfall.

Copy and paste a single line of Javascript on the backend, that embeds validation elements like IP address lookup, company-name-type-ahead-selectors and phone number, area code, geolocations that provide prospects with a quick and fluid form fill experience, while ensuring that your automation systems has the information it needs.

Enrich every lead from your website forms, in real-time, so you can make sure your forms are as short as possible and ensure your MAP & CRM has the information needed for your company's data driven initiatives.

WHAT THEY SEE

First Name	Bill
Last Name:	Gates
Email:	bgates@microsoft.com
Company:	Microsoft

Submit

WHAT YOU GET

Address:	One Microsoft Way
State:	WA
ZIP:	98052
Phone:	999 456 5555
Job Title:	CEO
Lead Score:	100
Website:	www.microsoft.com
SIC Code:	7389
NAICS Code:	561990
Revenue:	$125.8 B
LinkedIn:	lnkd.in/dK85uXB

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