



# RINGLEAD PLATFORM

Experience the benefits of data ops synergy with RingLead, a platform that's greater than the sum of its parts.

## CLEANSE

### **NORMALIZATION**

Organize your data with standard naming conventions to improve reporting, analytics, and accessibility.

### **DEDUPLICATION**

Leverage 46+ matching rules and powerful technology to dedupe records with standard object, cross-object, and custom object functionality.

### **LEAD-TO-ACCOUNT LINKING**

Streamline your account-based strategy with powerful account matching on leads.

### **MASS DELETE**

Delete thousands of Salesforce records at once and experience the benefits of a sleeker, less-cluttered Org.

### **MASS UPDATE**

Find and update records in bulk to transfer account ownership, change individual fields, and more.

## PREVENT

### **UNIQUE ENTRY**

Experience smarter data entry with as-you-type duplicate alerts.

### **LIST IMPORT**

Avoid potential duplicates on list uploads by matching and updating existing Leads and Contacts before they enter your database (CSV, Text, or Excel Files).

### **WEB SUBMISSION**

Improve your lead generation strategy with dirty data protection on web-to-lead.

### **SALESFORCE TRIGGERS**

Harness the power of RingLead duplicate matching in your SFDC connected systems.



### REAL-TIME ENRICHMENT

Experience better data from the get-go by enriching data at all entry points including lists, APIs, web forms, and manual entry.

### BATCH ENRICHMENT

Append existing customer and prospect records with key attributes to drive new business and uncover lost revenue.

### INTELLIGENT WEBFORMS

Leverage RingLead Enrich in your web-to-lead strategy to reduce form fields and decrease form abandonment without sacrificing lead quantity and quality.

### CONTACT DATA VERIFICATION

Get the peace of mind that your sales outreach and marketing messages reach the right person at the right time, every time.

## ROUTE



### ADVANCED RULES ENGINE

Set up routing rules based on territory, industry, company size, or other custom parameters; or enable round-robin routing for even distribution.

### FLEXIBLE CONTROLS

Experience complete control and visibility over the lead-to-rep process with configurable workflows, rules, and criteria.

### HIGH-LEVEL CONDITIONS

RingLead Route analyzes five high-level conditions before assigning leads: Account Match, Contact Match, Person Lead Match, Company Lead Match, & No Match

## RINGLEAD APPS

### CAPTURE!

Generate leads quicker and smarter with the industry's premier prospecting tool for Google Chrome. Capture profiles from LinkedIn and anywhere on the web, then export them right into your database.

### FIELD TRIP

Assess your Salesforce database health and see which fields are being used and which are not. Clean up your page layouts and remove unused fields with Field Trip, free on the AppExchange.

### DUPE DIVE

Quickly and easily identify Salesforce duplicates across your Leads, Contacts, and Accounts. Uncover how truly bad your duplicate problem is with Dupe Dive, free on the AppExchange.