DMS ENRICHMENT

Generate a 360° view of your buyer with Firmographic and Contact Append

DMS Enrichment brings you closer to your target audience by putting valuable company and contact data right in your database. DMS Data Enrichment sources its data from multiple databases to bring you reliable, 360° profiles of your customers and prospects.

DMS Enrichment comprises of 10 key aspects as shown below. With DMS firmographic Enrichment data within the CRM, data from list imports, web forms can be normalized and enriched for segmentation, account based marketing, effective nurturing & prospecting to close on a strong sales pipeline

DMS ENRICHMENT PRODUCT SUITE

- REAL-TIME ENRICHMENT
- DMS ENRICHMENT
- NORMALIZATION
- DMS INTELLIGENT FORMS
- DATA PREP
- ENRICHMENT SCHEDULER
- URL FILLER
- TRIAL DATA SAMPLES
- DMS CAPTURE
- FILL RATE REPORTS & DASHBOARDS
- SEGMENTATION BY PERSONA
- SEGMENTATION INDUSTRY

REAL-TIME ENRICHMENT
Enrich data from lists and webforms in real time before routing to your reps

DMS ENRICHMENT
Enrich existing leads, contacts and accounts in batch

NORMALIZATION
Standardize names, urls, phone numbers, company names, cities, states and more

DMS INTELLIGENT WEB FORMS
Gain a complete view of a company after a buyer types the first three letters of a company name

DATA PREP
Dedupe and normalize your data prior to enrichment to optimize match rates

ENRICHMENT SCHEDULER
Avoid Data decay by automated Enrichment frequently using a scheduler

URL FILL
Gain correct company website URLs for optimum data origination and crawling

TRIAL
Data Samples
Receive a free trial to test data samples, including free contact/company credits and phone credits on request

DMS CAPTURE
Discover and capture new leads, and enrich existing leads, using web crawling technology found in DMS Capture

FILL RATE REPORTS AND DASHBOARDS
Per field fill rate report and Credit Utilization metrics

SEGMENTATION BY PERSONA
Segment Enriched data by title & department from within your CRM

SEGMENTATION BY INDUSTRY
Segment your customer base with standardized industry and SIC codes

RingLead's DMS Enrichment is designed to enrich and normalize exactly the right subset of your data in the most economical, yet powerful, way. Our intelligent credit calculator debits your credits based on your package selection only if we were actually able to successfully enrich your records.

Boost Lead Conversion with shorter Lead Forms with DMS Intelligent Forms Manager

Every business needs a steady stream of sales leads. However, a sizeable number of prospects are lost because of lengthy and time consuming forms. Our Intelligent Forms Manager leverages the first company information entered on a Marketo Web Form to autofill valuable firmographic information such as a company's address. With DMS Intelligent Forms Manager, organizations can generate more leads with complete and accurate company information, while keeping their web forms painless and buyer-friendly.

RINGLEAD

INCREASE ROUTING & CONVERSION WITH ENRICHED AND VALIDATED DATA

WHAT THEY SEE

First Name:
Last Name:
Email:
Company:
Phone:

SUBMIT

WHAT YOU GET

- ✓ First Name
- ✓ Last Name
- ✓ Email
- ✓ Company
- ✓ Phone
- ✓ Address 1
- ✓ Address 2
- ✓ City
- ✓ State
- ✓ Country
- ✓ Postal Code
- ✓ State Code
- ✓ Country Code

- ✓ Employee Count
- ✓ Employee Location Count
- ✓ Annual Revenue
- ✓ SIC
- ✓ SIC Industry
- ✓ Name
- ✓ NAICS
- ✓ NAICS Sector Name
- ✓ Company URL
- ✓ LinkedIn
- ✓ Twitter
- ✓ Direct Dials
- ✓ Mobile

RingLead's DMS Enrichment will enable your business to build a reliable and sustainable data management strategy rooted in strong, granular data. DMS Enrichment is guaranteed to boost the productivity of sales and marketing departments within your organization by providing your professionals with the insight they need to reach customers and buyers at the right time, with the right messaging.

LEAD SOURCE SAMPLE EMAIL ALERT:

Please call within **5 minutes!** | RLWF-FC

A lead just filled out a RingLead WEB FORM - FULL CONTACT!

Hello Tyler,

The following person just clicked a link in the Marketo lead.First Name, capture your next best 100 leads sales email:

Marketo Alert Information
Lead: Tyler Smith
Campaign: Web Form - Full Contact
Time: Sep 20, 2017 12:53 pm EDT

Job Title: Manager Business Development
Company: Johns Hopkins University

Location:
Street: 123 Avenue Road
City: Nw Washington
State: DC
Country: N/A

Annual Revenue: 533000000
Employees: 3000
Industry: Colleges, Universities & Professional Schools

LinkedIn: linkedin.com/in/tyler-smith-1231234
Persona: SFDC Admin

Direct Dial Work Phone: 5551239999
Mobile: 5551238888
HQ Phone: 5551237777

Date Created: 2017-02-07 22:09:00
Lead Source: N/A

DMS INTELLIGENT FORMS

How RingLead Improves Lead Response Time with
INTELLIGENT FORMS MANAGER.

Please call within 5 minutes! | CCE
You have a **CUSTOMER CLICKED** EMAIL

Please call within 5 minutes! | RCCE
Recruitment Candidate **POTENTIAL CANDIDATE CLICKED EMAIL**

Please call within 5 minutes! | PRP
A New Partner Referral Program **LEAD IS AVAILABLE...**

Please call within 5 minutes! | PS
A paid search lead is **READY FOR YOU!!**

Please call within 5 minutes! | SFAE
You've got a **NEW APPEXCHANGE LEAD!**

Please call within 5 minutes! | RLW
Your Lead **WAS _JUST_ ON OUR WEBSITE!**

Please call within 5 minutes! | MCE
A lead in your territory **_CLICKED_ A MARKETO EMAIL!**

Please call within 5 minutes! | RLWF-S
A lead just filled out a RingLead **WEB FORM - SHORT!**

Please call within 5 minutes! | MCSE
You have a **MARKETO CLICKED SALES EMAIL...**

Please call within 5 minutes! | AFR
An affiliate Referral lead is **NOW AVAILABLE...**

Please call within 5 minutes! | LIG
A lead just came in **THROUGH SOCIAL**

Please call within 5 minutes! | PFT
A New **FIELD TRIP LEAD IS AVAILABLE!**

Please call within 5 minutes! | OCE
A Lead **NEEDS _YOUR_ ATTENTION...**

Please call within 5 minutes! | RLW (Not in SF)
An anonymous lead **IS _LOOKING_ FOR RINGLEAD!**

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FILL RATE REPORTS

Analyze and gain Insights with RingLead Fill Rate Report to assess the completeness of your data once it's enriched

CHOOSE FROM ONE OR MORE ENRICHMENT PACKAGES TO ENRICH YOUR LEADS, CONTACTS & ACCOUNTS

17 FIELDS	15 FIELDS	32 FIELDS	5 FIELDS	100 FIELDS
* Golden Firmographic Package	Contact Package (Includes Email Verification)	* Golden Firmographics & Contact Package	Direct Dial Phone Package	Premium Firmographics Package (includes * Golden)
Company * Golden Credits	Contact Credits	Golden Firmographics & Contact Credits	Direct Dial Phone Credits	Premium Firmographics Credits

#	Company * Golden Credits		Contact Credits		Golden Firmographics & Contact Credits		Direct Dial Phone Credits		Premium Firmographics Credits	
1	Revenue	64%	Personal LinkedIn - URL-	93%	(C) Personal LinkedIn - URL	93%	Phone Mobile	59%	Industry Group	58%
2	Company Linkedin Url	70%	Email - Work (Email 1)	87%	(C) Email - Work (Email 1)	87%	Phone Direct Dial Work	42%	Public	15%
3	Employees	67%	Email - Work Verification Status	67%	(C) Email - Work - Verification Status	67%	Phone - Other Phone	53%	Revenue - Range	76%
4	Industry	72%	Phone - work	40%	(C) Phone - work	40%	Company name		NAICS 2	40%
5	SIC	70%	Department	70%	(C) Department	40%	Email		SIC2	42%
6	NAICS	72%	Job Title	81%	(C) Job Title	81%			Sales Volume	65%
7	Company Email	43%	Job Level Number/ Name	69%	(C) Job Level Number/Name	69%			Stock Symbol	13%
8	HQ Phone	45%	Work Address Street 1	75%	(C) Work Address Street 1	75%			Stock Exchange	13%
9	SIC Description	72%	Work Address Street 2	75%	(C) Work Address Street 2	75%			Stock Symbol	13%
10	Company Facebook Url	94%	Work Address - City	75%	(C) Work Address City	75%			Company Twitter URL	88%

	Company Golden * Credits		Contact Credits		Golden Firmographics & Contact Credits		Direct Dial Phone Credits	Premium Firmographics Credits
11	Year Established	58%	Work Address - State	75%	(C) Work Address State	75%		90 more fields
12	NAICS Description	70%	Work Address - State Code	75%	(C) Work Address State Code	75%		
13	Headquarter Street	70%	Work Address - Zip/Postal Code	75%	(C) Work Address Zip/Postal Code	75%		
14	HQ City	70%	Work Address - County	75%	(C) Work Address - County	75%		
15	HQ State	70%	Work Address - Country	75%	(C) Work Address - Country	75%		
16	HQ Zip	70%	Work Address - Country Code	75%	(C) Work Address - Country Code	75%		
17	HQ Country	70%			(F) Revenue	64%		
18					(F) Company Linkedin Url	70%		
19					(F) Employees	67%		
20					(F) Industry	72%		
21					(F) SIC	70%		
22					(F) NAICS	72%		
23					(F) Company Email	43%		
24					(F) HQ Phone	45%		
25					(F) SIC Description	72%		
26					(F) Company Facebook Url	94%		
27					(F) Year Established	58%		
28					(F) NAICS Description	70%		
29					(F) Headquarter Street	70%		

30			(F) HQ City	70%		
31				(F) HQ State	70%	
32				(F) HQ Zip	70%	
33				(F) HQ Country	70%	

* Golden Fields are defined as fields with an estimated fill rate based on RingLead data Analysis
* Fill Rate Provides the percentage per field that be filled in by RingLead DMS Enrichment Aggregation Technology

DMS

DATA MANAGEMENT SOLUTIONS

RECEIVE A DMS ENRICHMENT TRIAL
LOADED UP WITH **250 FREE**
ENRICHMENT CREDITS
TO GET STARTED!

START ENRICHING TODAY!
1.888.240.8088