7 ways to leverage the synergy of the **RingLead Platform** in your data enrichment strategy

The RingLead data quality platform is much greater than the sum of its parts. Here are some key examples of RingLead data operations capitalizing on one another, and how each synergy benefits your sales/marketing efforts.

1 Enrichment + Duplicate Prevention

Real-time enrichment at the point of contact fills in missing fields that can improve duplicate matching rates for more robust duplicate protection. RingLead Enrich does just that, providing more fields upon which RingLead Prevent can use to match duplicates and link Leads to Accounts.

- **Expanded Unique Identifiers:**

   Oftentimes records with matching data points (e.g website, HQ Address, etc.) belong to the same account, but not all records have these fields populated. Data enrichment uses implicit and explicit markers to fill in firmographic details and ensure all Leads from the same domain belong to the same account owner.

- **Required "Duplicate" Accounts:**

   In certain cases, (e.g for separate divisions or regional offices in an organization) separate Accounts are required, but these separate Accounts are indistinguishable. By enriching the Leads before searching for Accounts (to link the Lead or create new Contacts), you can prevent mismatching Leads to the wrong Account at the same organization.

2 Enrichment + Segmentation

The whole purpose of segmentation is to divide the target market into smaller segments of people that share common characteristics. Enriching data before segmenting can uncover key demographic and firmographic attributes that facilitate segmentation and improve targeting.

- **Industry:**

   Most marketing teams dread mapping SIC, NAICS, and other various industries to their custom, perfected industry picklist values. Importing company information is a tedious process.

- **Job Role:**

   "Director of Marketing", "Marketing Director" and the various abbreviations such as "Dir of Mktg" wreak havoc on the processes of marketing segmentation.

- **Job Department:**

   Targeting potential buyers within a specific business function requires advanced data attributes that can only be covered through third-party data append. It is important to identify the lead's job function and role in the buying process so you can target the ideal job bucket (e.g. C-Level vs managers vs operations vs. junior level) for targeting and personalized campaigns.

- **Territory:**

  Segmenting your data based on geographic data is useful for regional based sales tactics and targeted offerings. Many companies segment by territory by leveraging geolocation data attributes (e.g zip codes, verticals, state, country, territory, province, etc). It is much easier to segment (and then pinpoint SQLs and MQLs within these buckets) when enriching your data with these demographic and firmographic data points.

- **Annual Revenue:**

  "10,000,000-100,000,000" vs. "49,500,000" vs. "10,000,000+" could all be considered accurate estimates for the annual revenue of a company. Even if you have two fields, one for "average estimate" and another for "range", the process of mapping quickly becomes complicated and time-consuming.

3 Enrichment + Lead Routing

Routing often requires information beyond what is traditionally provided in a webform or list purchase. Enriching before routing allows the lead assignment model to capitalize on a much larger variety of data points to increase the speed and accuracy of the lead routing.

- **Stronger Data Markers:**

  Sophisticated systems depend on a variety of lead assignment rules, often based on territory, industry, potential deal size, or other fields that you could not get without data enrichment.

- **Routing via Webforms:**

  A webform's required fields need to be limited to prevent form abandonment; forms with too many fields tend to make visitors leave. A webform submission that is enriched can use the company name and/or email domain to append the record with extra fields (like industry or revenue). No one would ever use a form that required their NAICS code, but with enrichment, you could have this information for use in the routing process.

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4 Intelligent Webforms (Enrichment) + Duplicate Prevention

Intelligent webforms can fill in the blanks of a webform to reduce abandonment -due to too many fields- without sacrificing lead quality or quantity. This extra information is not only crucial for lead routing but also improves duplicate prevention by providing more fields to be used for matching.

- **Company Name Abbreviations:**

  Using RingLead Intelligent Webforms to automatically fill in firmographic information on leads helps stop duplicates on company names that may not be written the same way. For example, "Bank of America" and "BofA" are the same companies, yet matching these is often difficult.

- **More unique identifiers:**

  When locating and merging duplicates in Salesforce, Marketo, or other customer data platform, matching off just a company name is often not robust enough to accomplish meaningful data cleansing results. Having the email as the sole unique identifier is not nearly as accurate as having markers like website, HQ location, phone number, social profiles, home address, etc.

- **Managing Complicated Corporate Structures:**

  Parent companies, subsidiaries, sister companies, affiliates, and divisions all present challenges when making sense of firmographic information; but these problems can be solved with the combined forces of Intelligent Forms and duplicate prevention. When the webform suggests company names, the process becomes manageable and predictable. The employee will more likely click one of the suggested company names which include the full division or subsidiary name (such as "Microsoft Cloud and Enterprise Engineering Group" or "Microsoft Applications"). Inversely, having the parent company enriched can help with structuring parent-child relationships within the CRM.

5 Enrichment + Lead-to-Account Linking (for ABM)

Leads tend to have more fields completed for the person (such as Email, Job Title, and Office Phone), while Accounts tend to have fields completed for the company (such as Industry, Annual Revenue, and HQ Address).

- **Automated Lead-to-Account Linking:**

  This is one of the prerequisites for ABM, but matching can be difficult when the fields are so different. Ideally, marketers would enrich the data as it flows into the marketing automation system so that when this person gets pushed to the CRM, it will have Account-level data on the contact level. This makes it much easier to associate this new Lead or contact with the appropriate Account in your CRM (should it already exist).

- **Account Website and Email Domain:**

  Consider how many Accounts have a website and of those, how many of those websites are accurate. Now, consider if the Accounts were enriched and the correct website was inserted into the Account field. Now, matching Leads to Accounts becomes much easier and more accurate. Even subdomains can be distinguished as needed.

6 Lead Gen + Enrichment + Duplicate Prevention

Lead generation is an important first step of the data operation, as it provides the raw material for the data refining process. Using RingLead's lead gen tool (Capture) to compile personal information and profiles from the internet is a powerful lead generation tool and provides ample raw material for the data process to continue running without lag or delay. However, this data is as bare-bones as it gets, meaning higher quantity at a sacrifice of quality. That's where enrichment and duplicate matching synergy comes in. RingLead enriches this data in real-time for a full database profile right from the start, then matches it against existing records in your database and matches these newly enriched Leads to Accounts.

- **Advanced Lead Gen from LinkedIn:**

  LinkedIn is among the most fruitful prospecting channels available to modern business/sales development representatives. But entering someone's information manually from their profile is slow, inefficient, and not scalable. RingLead Capture can capture a whole page from LinkedIn, add all of these person records into your Salesforce Org, all the while enriching and matching it to an existing account if possible.

- **Capturing Profiles from Company Pages:**

  Successful account-based sales and marketing campaigns rely on identifying ICPs, targeting them with relevant messaging, and personalizing the customer experience. This all starts with actionable profiles of decision-makers at this target account. Using Capture to pull profiles from corporate sites and enriching them with fresh company and contact data can help grow your pipeline and increase conversion rates of these target contacts.

⑦ Enrichment + Deduplication (Cleansing)

Enrichment is commonly configured at database entry points to work in real-time for incoming records, but enriching existing records in batch is also a highly effective way to enhance the cleansing process. Much like how enrichment and duplicate protection work in synergy to increase match rates and make duplicate detection more robust, finding and merging existing duplicates is more effective if the information on the records is complete and up-to-date.

• **Deduping based on Account Website:**

   Matching duplicates based on website is a great way to resolve duplicate accounts and improve ABM. Enriching records with firmographic information for each of your Accounts before merging duplicates can drastically improve match rates..

• **Leveraging Geolocation Fields:**

   By enriching Accounts with geolocation fields, matching criteria can be configured to use fields such as city, state, zip code, and even country.

• **Intentional Duplicate Accounts for Separate Divisions or Regional Offices:**

   Consider Account hierarchies for corporate divisions and regional offices that intentionally represent the same company under different account names in your database. Separate Accounts may exist for each division or region, but these Accounts are often indistinguishable. By Enriching the Accounts with the correct office address before searching for duplicates, you can prevent accidental merging.

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