Orchestrate Your Sales & Marketing Data at Scale

With the **Ringlead Platform**

Automate your revenue operations throughout the entire customer lifecycle, from lead to cash.

Equip your Marketing, Sales, and Success teams with accurate data and actionable insights to drive business growth.

How Much is Data Debt Costing You?

Availability of customer information has substantially increased over the last decade. But without sophisticated technology to capture and process the data, technology leaders often struggle with managing the CRM & MAP. Data debt stifles business growth.

- Companies **leave revenue on the table** without sufficient coverage of their TAM (total addressable market).

- **CRM Managers waste time** battling against data decay and inefficient CRM & MAP integrations.

- Salespeople spend time hunting for customer information and **asking the CRM Manager for help.**

- **Revenue opportunities are missed** because of delayed lead follow-up caused by data inaccuracies and poor routing.

- **Data compliance** (i.e. GDPR, CCPA) puts the company at risk of **legal issues.**

Businesses waste $100 for each incorrect record in their database when nothing is done to correct it.

— SiriusDecisions Research
The 1-10-100 Rule

A database with just 5K incorrect records could be wasting $500,000.

Bad Data Creates Friction Throughout the Company

You want your system to be a reliable source of business insights, but bad data is wreaking havoc. Negative impacts are felt across the organization as high-paid employees spend time on low-value tasks instead of revenue-generating activities.

Impact on CRM Manager & RevOps

- Salesforce duplicate management is limited and lead assignment rules become complex and difficult to maintain.

- Certified Salesforce Admins spend time putting out fires caused by inconsistent, inaccurate, incomplete data.

- Technology leaders waste budget, time, and energy mitigating data problems across 3-5 different point solutions.

- Without a data orchestration platform, managing data is a Sisyphean task that drains the organization's resources.

Impact on Marketing

Buyer segmentation, campaign targeting, and account-based strategies are ineffective without contextual data. Marketers miss their lead and pipeline targets.

Impact on Sales

Leads get stuck in the system, salespeople waste time hunting for information, and opportunities are lost due to lack of follow-up. Salespeople miss their quotas.

Impact on Customer Success

Accounts lack customer insight and related lead data, which hinders cross-sells and renewals. CSMs experience increased churn.
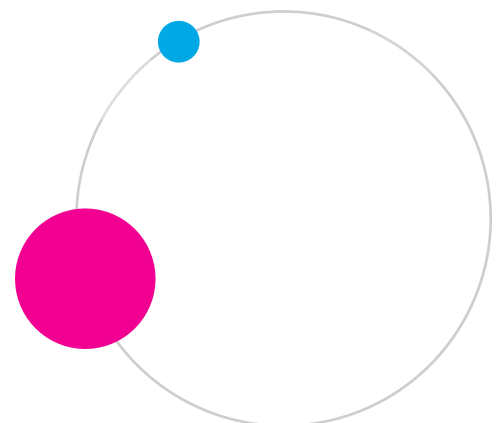
Data Management Doesn't Have to Be a Nightmare

Data issues like duplicate records, incomplete account firmographics, outdated contact information, and redundant point solutions don't have to continue causing problems that ultimately impact the bottom line.

You don't have to tolerate bad data that:

- Wastes your IT budget.

- Squanders your staff's time

- Hinders professional development.

- Creates friction throughout the revenue engine.

> **Make your data work for you, Not the other way around.**

Unlock the Full Value of Your CRM

RingLead enables you to build systems and processes that empower your go-to market teams with real-time data accuracy—all on one platform, no code required.

- **Enrich** critical data points on incoming leads such as job title and company size to streamline routing and ensure sales reps have the information they need to quickly follow up. Integrate multiple data enrichment providers.

- **Normalize** data values to a standard taxonomy (i.e. New York = NY) to ensure the format of incoming data complies with your routing and external systems.

- **Dedupe** incoming leads to prevent duplicates from wreaking havoc among your sales and marketing teams.

- **Match Leads to Accounts** to make account-based marketing a possibility by showing lead data in the context of prospect accounts

- **Segment data** into clear buyer personas, sales territories, scores, and more. (Job Role, Industry, Territory, etc) to enable easy territory planning & assignment.

- **Route** leads and other CRM objects automatically, to the right place, at the right time.

- **Propensity Scoring** Use any combination of data points to define scoring models for leads and accounts

Verify

Enrich

Normalize

Dedupe

Match To Account

Segment

Route

Let's Transform Your Tech Stack Into
A Hyper-Efficient RevOps Engine

Reap the Benefits of Technology Consolidation & Product Synergy:

- Reduce software costs.

- Minimize overhead.

- Erase technical debt.

- Reduce manual effort.

- Eliminate bottlenecks and latency.

- Save on MAP storage costs and API callouts.

- Increase CRM adoption.

- Meet data compliance regulations.

Enjoy the Advantages of an All-In-One Platform:

- One support team to work with.

- One help center to navigate.

- One set of internal docs to manage.

- One user interface to learn.

- One investment and procurement process.

- One security review procedure. One contract and legal review.

- One powerful system of insight.

Everything You Need to Orchestrate Your Data

Perimeter Protection

De-dupe and clean data before it enters your CRM or MAP. Guard your systems from problems caused by bad data.

Automated Business Processes

Update fields, create tasks, and send alerts when action is required. Keep data fresh and maintain accountability.

Easy Mass Update

Change thousands of Salesforce fields instantly. Fix invalid accounts owners, change contact owners, merge custom objects, etc.

Multi-Vendor Data Enrichment

Populate virtually any data point from multiple data vendors. Normalize and segment your data for better audience targeting.

Effortless Data Import

Import data from lists, field events and more. Clean and easy.

Activity Reports & Audits

View lead history, field updates, and routing results. Diagnose problems and identify opportunities for improvement.

Efficient Integrations

Streamline the flow of information between your marketing systems and CRM, including Marketo, Pardot, Eloqua, and Salesforce.

Rule-Based & Flow Chart UI

With a flow chart and drag-and-drop ease, design your workflows and make quick updates.

Intelligent Web Forms

Quickly publish web forms that reduce friction, increase conversion rates. Clean and append data in real-time.

Territory Management

Easily design and maintain sales territories, and implement territory-based routing workflows.

Propensity Scoring

Use any combination of data points to define scoring models for your target accounts.

Robust Lead Assignment

Weighted round-robin, time-based rules, account-based routing, cross-object routing, re-routing, and capping.

RingLead Data Orchestration Platform

Technology experts around the globe rely on RingLead to empower their Marketing, Sales, and Success teams to generate revenue with clean, complete, and consistent data.

"RingLead's platform is a kaizen. It is invaluable to our processes and ability to make data-driven decisions.

Bart Audenaert
Marketing Database Specialist, Esko

"RingLead allowed us to cut other point solutions from our stack. This saved us a lot on technology costs."

Ashley Langford
Senior Marketing Ops Manager | Integrate

"We were growing rapidly, expanding into new markets. RingLead was the only platform that enabled that growth by allowing us to set up multiple routing strategies for these different markets.

Cody Bustamante
"Salesforce Administrator & Marketing Operations Manager at Exterro

"By consolidating multiple point solutions into one platform to manage our lead lifecycle, our routing & lead response time is much faster.

Juliet Forte
VP of Marketing Operations, Kaseya

See Video Testimonials

Make your data work for you, not the other way around.

Contact us for a demo from one of our data orchestration advisors.

Book a Demo

Preventing bad data is 10X more cost effective than cleansing it retroactively, and **100x more cost effective** Than if you don't do anything about it.

RingLead