

# RINGLEAD CLEANSE

**Solve your dirty data problems with the industry's most powerful data quality solution for CRMs and Marketing Automation Platforms.**

RingLead helps organizations drive action, efficiency, and insight from their most valuable asset - data.

## WHY RINGLEAD CLEANSE?

### **Improve CRM and MAP health**

Reduce the negative effects of bad data on your workflows

### **Better data integrity**

Gain more relevant insights and analytics

### **Uncover lost revenue**

Increase ROI on software purchases

### **Maximize campaign effectiveness**

Boost ABM with a single source of truth

### **Save time and money**

Supercharge productivity with a sleek, organized database



"RingLead Cleanse gives me peace of mind. I know that when I'm going to send something out, I have the right list and my database is clean."

**Laura Enseki**  
Marketing Manager,  
**FilmTrack**

## KEY FEATURES

### **Deduplication**

Take advantage of powerful proprietary deduplication technology to quickly and easily merge duplicates based on your needs.

### **Normalization**

Standardize your data with centralized naming conventions to improve reporting, analytics, and accessibility.

### **Mass Delete**

Bypass Salesforce's limit of 250 objects deleted at once and never worry about record limits and storage size ever again.

### **Mass Update**

Leverage powerful bulk actions to update thousands of records at once and maintain a clean org customized to your exact data needs.

### **Lead-To-Account Linking**

Streamline your account-based strategy with powerful Lead-to-Account linking.

### **Cleanse Scheduler**

Schedule hourly, daily, weekly, or monthly cleanse tasks to keep your data clean and actionable whenever you need it.

## KEY SPECS

### **Standard & Custom Object Functionality**

Get total flexibility in your clean data initiative with standard object, cross-object, and custom object deduplication.

### **Advanced Field Matchers and Matching Logic**

Set up complex matching parameters by combining our 46+ strict and fuzzy field matchers with one or more conditional (and/or) logic operants.

### **Flexible Filtering**

Set up filters to only cleanse a subset of your data based on your specific database needs.

### **Master Record and Surviving Field Value Rules**

Set the master record and surviving field value rules to preserve lost field values and paint the perfect picture after every merge.

### **Integrations**

With a simple set up, easy-to-follow instructions, intuitive user interface, and a team of dedicated support specialists, clean data is only a few clicks away.

- **Salesforce**
- **Marketo**
- **Pardot**
- **Eloqua**