

DataExchange

Join the marketplace built for transparency, flexibility, and community

BUYING DATA SUCKS

Why is it easier to find information about the hotel room that's right for your vacation, than it is to find the data set that's right for your business?

21st century eCommerce allows consumers to easily tailor their search to fit their specific needs: providing access to reviews, trials, comparisons, & unbiased suggestions.

This transparent, frictionless, customer-driven experience does not exist in the data space. Consequently, organizations are allocating budgets to data sets that don't fit their core business requirements.

Bottom line, there's got to be a better way to find, buy, and integrate data sets with your business systems. That's why RingLead created the DataExchange.

RingLead DataExchange



THE AGE OF DATA CLARITY IS HERE.

Imagine you were a sailor in 17th century Europe. Would you travel the high seas without a map, or would you use existing knowledge to guide your journey to the new world?

The DataExchange is the atlas for exploring the vast third-party data marketplace, providing you with all the information needed to make smarter data buying decisions.

We've aggregated thousands of personal and business attributes across hundreds of data providers, centralizing all of this obscure information into the most comprehensive data catalog on the web.

Let us guide your data enrichment journey with a searchable infrastructure of data vendors, peer-reviews, best practices, data enrichment wins/losses, and more.

Solving the Biggest Third-Party Data Challenges



EASY OPERATIONALIZATION OF YOUR THIRD-PARTY DATA

The RingLead DataExchange is the marketplace, but how do you make sure the goods get delivered in the best way possible? [Wipro found that 38%](#) of respondents said that the biggest barrier to improving their MarTech ROI is integrating the right customer and third-party data.

The DataExchange is built on our powerful enrichment technology so you can not only find the data you need but operationalize it in real-time.



BETTER MATCH RATES THROUGH PREREQUISITE DATA OPERATIONS

No more dealing with structures that don't match your systems' taxonomies.

RingLead's patented normalization technology automatically standardizes contact and company data values so they look the same across all of your databases.



CUSTOMIZABLE MATCHING LOGIC

Most data vendor API's require stiff logic that cannot be manipulated based on the user's input. These rigid systems leave the user with unusable data and a lot of wasted time and money.

RingLead allows users to create custom matching logic off of a 3rd party database so you can see enrichment match rates up to 50% higher than with the data provider alone.



SYNERGY WITH THE RINGLEAD PLATFORM

When you enrich your data through the RingLead Platform, you get access to our suite of data quality tools. Leverage built-in normalization, duplicate matching, lead-to-account linking, segmentation, and routing in your data enrichment and discovery process.

With RingLead, you get powerful programmatic enrichment in a continuous or batch process. There's no need to send flat files back and forth between you and the vendor.



CUSTOM VENDOR RECIPES

No one vendor can do it all. Customers almost always use more than one third-party vendor, worsening the headaches of flat-file exchanges with multiple parties and creating individual API connections into their CRM or MAP.

With RingLead, users can define what vendors they want per field and even create waterfall scenarios. Our programmatic enrichment can hit one vendor first, and if they do not return data, hit the next and so on so forth.

ABOUT RINGLEAD



RingLead has been in the data space since 2004. We have years of experience bridging the gap between providers and buyers. We've spent years doing the leg work, from researching data vendors all the way to configuring enrichment APIs, so you don't have to.

Let us worry about confusing configurations, mapping, workflows, and triggers. All you have to worry about is how you're going to leverage all of your new data insights.

We've built this for you, our loyal data heroes, so you can make more informed purchasing decisions to help drive your company's digital transformation.