



Lead-to-Account Matching for Salesforce



Make ABM possible. Route leads faster and more accurately, and connect your salespeople with the right people at the right companies automatically connecting account data to leads.

- Real-Time Lead to Account Matching & Territory Based Routing
- Retroactive (Batch) Lead To Account Matching & Data Cleansing



"Flexible & Easy to Use for our unique case!"

Not only flexible for matching tioent-child hierarchies.

"With RingLead, the lead to account matching is very robust, giving us any option we can think of under the sun in terms of matching the lead to the appropriate account and not only at the matching level, but then what happens after the match has taken place."



Juliet Forte
Kaseya

Watch Testimonial



"Not just lead to account matching. One Platform for Operations"

RingLead allows us to manage our entire lead lifecycle in a single tool. Normalize, enrich, dedupe, segment, and route Salesforce leads in a single API call.



Ashley Langford
Integrate

Watch Testimonial



ABM is impossible without RingLead

Being able to segment and target leads based off account data, and make sure we are truly targeting everyone on an account is critical.



Calon Alpar
Watermark

Watch Testimonial



"The Core of our land & expand strategy

We needed to be able to expand relationships within key accounts

"Lead to account matching is vital for our routing to support our land and expand strategy. We can now associate a new lead with the existing customer accounts, associate that record to the appropriate account manager and make sure that they can grow and expand that customer relationship."



Iryna Zuravel
Altium

Watch Testimonial



"Critical for Lead Routing & Territory Management"

Our lead routing is dependent on being able to be able to route based off the account type and territory.



Brian Vaughn
MCG Strategic

Watch Testimonial



"We significantly increased conversions

Routing is faster and more accurate. Our targeting is not only better, but sales have more timely and informed follow up.



Bart Audenaert
Esko

Watch Testimonial



Get the most sophisticated lead-to-account matching solution you can buy

Industry Leading Fuzzy Matching Algorithms

Simple and Flexible matching rules to ensure leads are matched to the appropriate account in accordance to unique business needs.

Customizable Tie-Breaker & Survivorship Rules

Ensure multiple account matches, complex parent-child account hierarchies and duplicate accounts are handled the way your business prefers.



"With RingLead, the lead to account matching is very robust, giving us any option we can think of under the sun in terms of matching the lead to the appropriate account and not only at the matching level, but then what happens after the match has taken place."

— Kaseya

More than Lead to Account Matching: **RingLead Data Orchestration Platform**

Lead-to-account matching is just one aspect of maintaining actionable data & robust lead intake workflows. With RingLead, enjoy easy-to-build automated workflows that lubricate your lead-processing pipeline by standardizing, enriching, de-duping, scoring, routing and uploading CRM leads at your will.

Enrich critical data points on incoming leads such as job title & company size to streamline routing and ensure sales reps have the information they need to quickly follow up. Integrate any 3rd party data vendor

Dedupe any standard or custom object to prevent duplicates from wreaking havoc among your sales and marketing team

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

Score Use any combination of data points to define scoring models for leads and accounts

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

Route: Design account-based & territory based routing criteria using RingLead's Drag & Drop & Flow Chart lead distribution engine.



RingLead Named Fall 2020:

- G2 Crowd Leader
- Most Implementable
- Leader Mid-Market
- Highest User Adoption
- High Performer – Enterprise
- Best Usability





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