

CASE STUDY

How MMIT Leveraged RingLead to Gain a Source of Truth for their Data



Overview

The Company

MMIT is an information technology services company focused on bringing transparency to pharmacy and medical benefit information. MMIT partners with PBMs, payers and pharmaceutical manufacturers from P&T to point of care, and supports brands approaching launch, commercialization efforts, pre P&T marketing planning, and more.

Industry

Information Technology Services

Challenge

MMIT's marketing team was managing a list of 150K+ contacts across a variety of tools. Their marketing automation platform served as their source of truth, but it was clouded by thousands of duplicates.

Solution

The RingLead Platform

Results

MMIT has prevented 125K+ duplicates and enriched 290K+ records with RingLead to date, and continues to leverage the full set of tools to fuel data quality.

125K+
duplicates
prevented

Business Challenge

MMIT's marketing team was managing a list of 150K+ contacts across a variety of tools. Their marketing automation platform served as their source of truth, but it was clouded by thousands of duplicates.

MMIT lacked an effective solution for validating the accuracy of data sources, and instead, relied on a painful and costly process of enriching and validating all data across multiple applications, LinkedIn searches, and email validation campaigns. This process not only jeopardized MMIT's email domain, but it cost the organization thousands of dollars a month in hard costs, and stifled employee productivity due to manual steps.

Another issue MMIT encountered was incomplete and inaccurate data captured independently by sales. MMIT's marketing team needed a way to validate this information on a continual basis, and MMIT's sales team sought a way to directly modify their newly created records on an as-needed basis.



Ringlead's source-agnostic approach to data is superior to the rest of the market as it allows you to pool together multiple sources that best fit the need for our specific industry. Their ability to normalize our data is unmatched and the ease of integration is incredible



Matt Breese

Senior Manager, Marketing





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Solution

MMIT enlisted the help of RingLead's end-to-end solution to refine its single source of truth and provide a more intelligent way to clean and manage its data.

The RingLead Platform is a fully integrated, scalable data management solution that tackles all core data management processes including data discovery, deduplication, standardization, protection, and enrichment. RingLead integrates directly with leading CRMs and Marketing Automation Systems like Salesforce and Marketo to empower organizations with complete, centralized and secure control over their data.

MMIT replaced tedious excel work and formulas with RingLead's smart fuzzy logic to achieve continuous deduplication they could rely on.

By deploying RingLead, MMIT was also able to capture and import new contacts from LinkedIn and the web directly into Salesforce. RingLead Capture, available as a stand-alone lead generation tool or as a fully integrated component of The RingLead Platform, allows users to discover, import, and enrich net new contacts within minutes. Contacts are enriched with key fields like direct dials, verified email addresses, social interests, and firmographics, based on the selected data package.

Results

MMIT successfully leveraged RingLead to clean their database and gain a reliable source of truth in Salesforce.

Ringlead enabled MMIT to increase the frequency and scale at which they append their contact database.

MMIT was able to capture new segmentation attributes across contacts and accounts and leverage these data points for hyper-targeted, personalized marketing.

MMIT leveraged Ringlead's integration to reduce the number of monthly steps around data quality initiatives from dozens, to one or two.

MMIT reduced soft and hard costs associated with internal resources and application take-outs.

"The team at Ringlead provides a solid foundational support for our list management processes. Their applications provide the feeling of a large-scale enterprise software company but the team complements this nicely with a very connected, knowledgeable and super timely go-to for any challenges that pop up."



About RingLead

Since 2003, RingLead remains the market leader in data quality, lead optimization and trusted partner of large enterprises, Fortune 500 companies and small businesses across the globe.

ringlead.com

