

CASE STUDY

How Appfolio optimized its data with RingLead



Overview

The Company

[Appfolio](#) is a property management software company that offers a wide range of technology to enable property managers to optimize their approach, from prospect tracking and online applications, to rent collection, resident portals and online lease signing.

Industry

Software, Internet & Computer Services

Challenge

Appfolio struggled to execute sales and marketing campaigns due to duplicate data and an inability to automatically link leads to accounts for Account-Based Marketing.

Solution

The RingLead Platform

Results

Appfolio was able to empower sales, marketing, and operations with clean, complete data.

300K
duplicates eliminated

Business Challenge

As Appfolio's Marketo and Salesforce databases grew, so did its duplicate problems. Appfolio was using a desktop dedupe software to retroactively cleanse Salesforce, but most of its duplicate records were being created in Marketo.

Appfolio's team was wasting too much time on major dedupe projects, instead of simply preventing duplicates at the source.

Sales reps encountered serious inefficiencies as a direct result of duplicate leads and contacts being created with different owners. Similarly, Appfolio's marketing reps struggled to send out effective email campaigns or engage in meaningful lead scoring and routing.

Appfolio was also moving to an Account-Based Marketing model. They faced a common issue: Marketo Leads were not connecting to Salesforce Accounts natively. They needed a solution to link or convert leads in Marketo to their respective Salesforce Accounts. Appfolio also had issues with records being created in Marketo and Salesforce without segmentation and contact information. This crippled Appfolio's ability to give demographic lead scores, segment by geography, vertical, company size, etc. Incomplete data also impacted their assignment rules. Lastly, incomplete and inaccurate contact data caused sales to do manual research... which they complained about all the time!



With RingLead, our users are more confident in the data we provide them, resulting in more phone calls and less manual research.



Tara Ambruster
Director of Marketing Operations



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Solution

Appfolio implemented RingLead's SaaS based DMS Platform to eliminate and prevent dirty data, and realign sales and marketing on a single source of truth.

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.

Appfolio leveraged RingLead's sophisticated Marketo integration to tackle duplicate records entering its database from web form submissions and facilitate the lead-to-account linking necessary for sophisticated ABM. They also enriched their leads with segmentation and contact data.

Results

By deploying RingLead, Appfolio was able to better align sales and marketing through deeper data insights and an account-based everything approach.

As a result of a more personalized approach to prospect and customer engagement, Appfolio experienced higher conversion rates within months of deploying RingLead.

Appfolio was also able to leverage Prevent for automating programs for list uploads, web form submissions and manually entered records.

- Reduced time wasted manually entering duplicates by 1-2 minutes a duplicate
- Eliminated 300K duplicates, reducing storage costs
- Continuous prevention of 100-200 duplicates daily

"Our database is one of our company's most valuable assets, and RingLead was the perfect partner to work with for data quality. They are the only one-stop shop in the industry. We have realized a major ROI by reducing the amount of time our SDRs and sales team were wasting on inaccurate, incomplete, or duplicate data."



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

