RingLead vs. LeanData
COMPETITIVE ANALYSIS

	RINGLEAD	LEANDATA
Round Robin Routing (Even Distribution)	✓	✓
Round Robin Routing (Weighted Distribution)	✓	✓
Advanced Lead to Account Matching	✓	✓
Complex Duplicate Matching	✓	
Workflow Build-Out	✓	
Pre-Route Lead Enrichment	✓	
Pre-Route Data Validation	✓	
Real-time Data Standardization	✓	
Data Segmentation	✓	
Integration with Salesforce, Marketo, Eloqua & Pardot	✓	

RingLead Route combines proprietary matching algorithms with the industry's premier data quality tools for an end-all, be-all solution to your lead routing challenges.
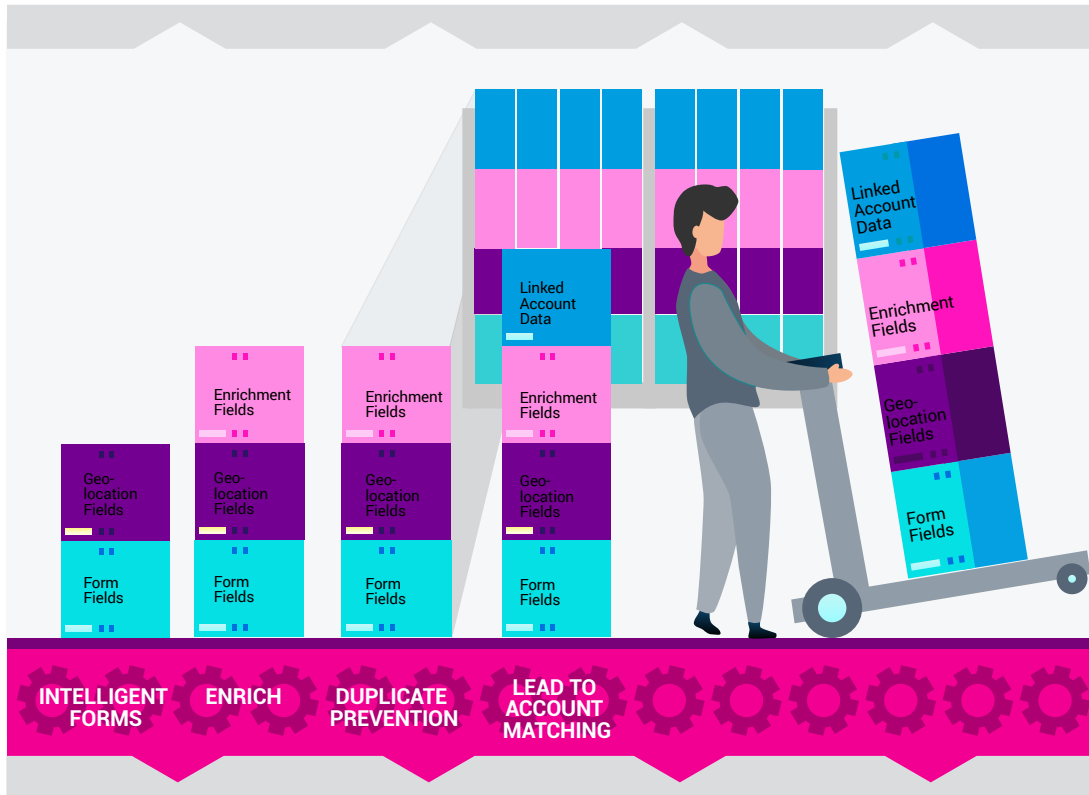
Round Robin   **Easy to Use**   **Lead to Account**

Product Synergy

RingLead Route incorporates all of the features that make RingLead great into the routing process, delivering a final product that's greater than the sum of its parts.

Let our data management tools take your routing to the next level with:

- **Intelligent Forms & Enrichment** to fill in the missing fields of lead information with fresh, accurate information so your lead routing model has all of the data points it needs
- **Segmentation** easily create your own custom segmentation rules and group leads by industry, geography, persona or any other specialized grouping to improve routing speed and precision
- **Duplicate Prevention** to stop the creation of a new record if the contact already exists in your system and merge lead information with existing leads/contacts
- **Lead to Account Linking** to more accurately assign leads to their account owners

KEY BENEFITS

LeanData Flowcharts vs RingLead Workflows

Complex process flow diagrams are occasionally preferred by those who like to stare at a large monitor and follow intricate decision tree flow designs. However, most people prefer a simple UI that can be understood by all. That's why customers are loving the simple workflows in RingLead Route. No longer will users struggle to understand convoluted decision tree's with complex if/then scenarios like LeanData. Simplicity is at the heart of our solutions.

Built-in Duplicate Protection

Preventing duplicates before they harm operations improves efficiency and simplifies routing process flows. That's where RingLead's powerful matching algorithms come in. Re-routing is easy for matching records such as a Lead owned by a Salesforce Queue to reassign to a User when a form is submitted.

Without comprehensive routing:

- Leads get assigned to the wrong rep
- ICPs, lead-scoring models and segment definitions are meaningless
- Qualified targets get ignored
- Engagement takes days, not minutes (if at all)
- The customer experience is diminished

Higher conversion rates start with speed and accuracy

From engagement to nurture, all the way to closed won, the customer journey takes time. Get this process started on the right foot with a smarter routing system.

Why RingLead Route?

- Industry-leading matching technology for Leads, Contacts, and Accounts
- Product synergy with our other data quality tools
- Precision routing based on the data points you need most

Get more from your data with a data quality partner that can do it all! RingLead **delivers lost revenue** hidden by incompetent routing processes See for yourself how a fully integrated, data-driven routing solution can decrease sales engagement time, increase lead conversion rates, and