UNLEASH
THE POWER OF DATA

DMS CLEANSE FOR MARKETO

Drive revenue and increase the ROI of marketing initiatives by improving the health and quality of your Marketo database

RingLead DMS now launches Marketo Deduplication capabilities to manage your Marketo database's health without a CRM system. Built on RingLead's proprietary Cleanse technology, housed on a cloud-based platform, Marketo experts can eliminate duplicates from their Marketo database by leveraging RingLead's 35+ comprehensive matching algorithms

KEY BENEFITS:

MERGE & PREVENT DUPLICATES

Remove existing duplicates in Marketo and prevent creation of new duplicate records

MARKETING & SALES ALIGNMENT

Realize revenue on marketing and sales investments for Marketo and your Salesforce

ACCURATE REPORTS WITH CLEAN DATA

Eliminate inaccurate lead scores and low conversion rates with clean, standardized data in Marketo

ELIMINATE OVERAGE COST

Reduce Marketo storage costs and increase ROI on marketing initiatives with a clean, unique database

Marketo® | **RING**LEAD

KEY FEATURES

NO CRM NEEDED
Deduplicate without a CRM such as Salesforce or Microsoft Analytics

CUSTOMIZABLE CONFIGURATION
Configure rules to define the winning record and winning field value rules

FUZZY MATCHING
Leverage fuzzy matching rules with 35+ custom matchers

ZERO SETUP TIME
Identify existing duplicates for merging within minutes of setup

MERGE DUPLICATES
Merge duplicates to retain relevant and actionable data

INSTANT REPORTS
Review duplicates instantly on a single, comprehensive resolution page

BENEFITS OF A CLEAN MARKETO DATABASE:

Deduplication without Salesforce or any other CRM
(including the deduplication of duplicates not existing in Salesforce!)

Reveal Qualified Leads by
merging duplicate lead scores.

Save money on Marketo storage charges
by eliminating duplicate, stale data

Replace alternative lengthy and manual
deduplication processes with one seamless process

Benefit from all other deduplication benefits such
as determining Original Source and Campaign ROI

LEARN MORE OR SCHEDULE A DEMO TODAY.