



# FUEL REVENUE WITH RINGLEAD

Accelerate business growth with unparalleled product synergy

One user interface, one technical support team, one sales team, one contract.

## WITHOUT RINGLEAD

- Crippled sales and marketing activities
- Inaccurate lead routing and assignment causing delayed sales follow up
- Poorly executed email campaigns resulting in high bounce rates/unsubscribes
- Missing, outdated information for target contacts/accounts
- Limited reliable insight into your business
- Inflated CRM and MAP storage costs
- Lost sales and marketing productivity

## WITH RINGLEAD

- Comprehensive insight into the health of your Salesforce, and business
- Clean complete data to fuel intelligent sales and marketing campaigns
- Sophisticated lead to account linking and lead routing for timely, relevant sales follow up
- Perimeter protection to ensure Salesforce remains clean and campaign-ready

## 5 WAYS TO WIN WITH RINGLEAD

RingLead empowers you to connect to your customers with better data

1. **Automate database cleansing.** Eliminate duplicates using custom matching logic rules.
2. **Supercharge prospecting and list building.** Discover thousands of net new leads and import to Salesforce with just a few clicks, without creating duplicates.
3. **Gain 360 views of target buyers.** Enrich target contacts and accounts with key data points to maximize your Salesforce data.
4. **Streamline your ABM efforts.** Hyper-segment your data and bridge gaps between sales and marketing to fuel high-performing ABM campaigns.
5. **Increase Pipeline Velocity.** Automate lead routing, assignment, and all data processes, to ensure sales can get to your buyers faster.



# KEY FEATURES THAT HELP YOU WIN

## Cleanse

- 46+ Matching Rules
- Strict & Fuzzy Matching Logic
- Custom Object Deduplication
- Advanced Master Record Rules
- Archiving Field Values
- Normalization
- Mass Update
- Mass Delete
- Advanced Reporting
- Segment based on clean data



## Prevent

- List Import (trade show/event lists)
- List Import (account lists)
- Unique Entry (manual entry)
- Web form submissions
- Enrich as you prevent
- Link Leads to Accounts
- Route with precision



## Enrich

- Web form submissions
- List imports
- Manually created records
- Crowdsourced, reliable data
- Firmographics
- Contact Data
- Social Data
- Segment based on more fields
- Territory planning



## Route

- Assign and route with precision from lists and web form submissions
- High-level conditions
- Advanced rules engine
- Round Robin capabilities
- Activity reports for transparency
- Visual display
- Link new leads to existing accounts ensuring the right rep always follows up

