zoominfo

Cleanse

RingLead, a ZoomInfo Company

Clean your data and keep it clean

High-quality data unified across all digital systems is foundational to go-to-market success and is the holy grail for sales and marketing teams.

Yet, because data quality and data unification projects are so time-consuming and resource expensive, data hygiene often takes a back seat to other priorities and continues to wreak havoc on critical business initiatives.

Cleanse frees your teams from the burden of ineffective manual data management and restores data integrity across all of your systems. Without code or expensive consultants, streamline and automate every critical RevOps process to unify, transform, and clean your data according to your unique business requirements.

Why Cleanse?

An accurate, unified customer view is often the difference between winning and losing a deal in a crowded market where everyone is clamoring for the buyers' attention. Being able to deliver the right message at the right time through the right channel requires complete and accurate data available to the right people in the right systems.

> **Data Quality automation not only makes me better at my job, but has an invaluable impact on every aspect of our business.**
>
> Relative to other data quality solutions, Cleanse offers much more flexibility and control over the outcome of every task and workflow - features like field level surviving record customization allow us to ensure that no data is lost during a merge. It's also an all-in-one solution covering all of my operations needs, not just dedupe."
>
> — **Bart Audenaert**,
> Marketing Database Specialist at Esko

How Cleanse works

In a drag and drop, no-code interface, you can orchestrate powerful bulk actions and real-time workflows to automate processes like deduplication, lead-to-account matching, segmentation, custom updates, and more. Plus, Cleanse integrates with your CRM and MAT systems so you can have a single source of truth. Take advantage of quick-start best practice templates and flexible customization that ensure data is cleansed and orchestrated according to your unique business needs.

- **Advanced deduplication and lead to account matching:**
  Identify and merge duplicates across any standard or custom object. With flexible fuzzy matching and field level surviving record customization, Cleanse is the only solution that can ensure no data is lost when merging valuable data.

- **Standardize and segment:**
  Make your data actionable by standardizing data to your unique company taxonomy (ex: New York to NY). And build segmentations to convert various unstructured input values into usable buyer personas and audience segments (ex: NAISC Codes to Industry, Job Titles to Department).

- **Data onboarding—bulk import, update, and delete:**
  Eliminate hours of time spent tediously migrating data, preparing spreadsheets, updating data fields, and aligning record ownership. Whether you're updating, importing, deleting, transforming, or fixing data—you can automate as much, or as little, of the data management process while having complete control over the outcome.

> **Cleanse had a direct impact on revenue and pipeline growth. We removed 200,000 duplicates from and prevent up to 200 duplicates from entering Salesforce and Marketing Automation system every single day.**

Iryna Zhuravel,
Head of Growth at Altium, 2 x Marketo Champion

Key Benefits

Improve sales and marketing team efficiency

- **Improve sales conversion rates** with faster lead response time and more efficient sales teams
- **Make Account-Based Marketing possible** with lead-to-account matching and complete, accurate account data.

Unify your go-to-market team

- **Eliminate data silos and unify go-to-market systems** with distributed data quality to align Sales, Marketing, and Customer Success to improve the customer experience.
- Orchestrate a system of insight to deliver **accurate and actionable reporting and attribution.**

Make smarter business decisions

- **Consolidate** your sales and marketing tech stack to save cost and eliminate tech debt.
- **Save money on CRM and MAP storage costs** by deduping and removing excess data.
- **Enable and accelerate mergers and acquisitions** with automated data onboarding and data migration modules.
- **Amplify the impact of every RevOps person and process** with a codeless data orchestration platform to orchestrate GTM initiatives at scale.
- **Enable Compliance** (GDPR & CCPA) by accurately maintaining data.

About ZoomInfo

ZoomInfo (NASDAQ: ZI) is a leader in modern go-to-market software, data, and intelligence for more than 20,000 companies worldwide. The ZoomInfo platform empowers business-to-business sales, marketing, and recruiting professionals to hit their number by pairing best-in-class technology with unrivaled data coverage, accuracy, and depth of company and contact information. With integrations embedded into workflows and technology stacks, including the leading CRM, Sales Engagement, Marketing Automation, and Talent Management applications, ZoomInfo drives more predictable, accelerated, and sustainable growth for its customers. ZoomInfo emphasizes GDPR and CCPA compliance. In addition to creating the industry's first proactive notice program, the company is a registered data broker with the states of California and Vermont. Read about ZoomInfo's commitment to compliance, privacy, and security For more information about our leading go-to-market software, data, and intelligence, and how they help sales, marketing, and recruiting professionals, please visit www.zoominfo.com.