

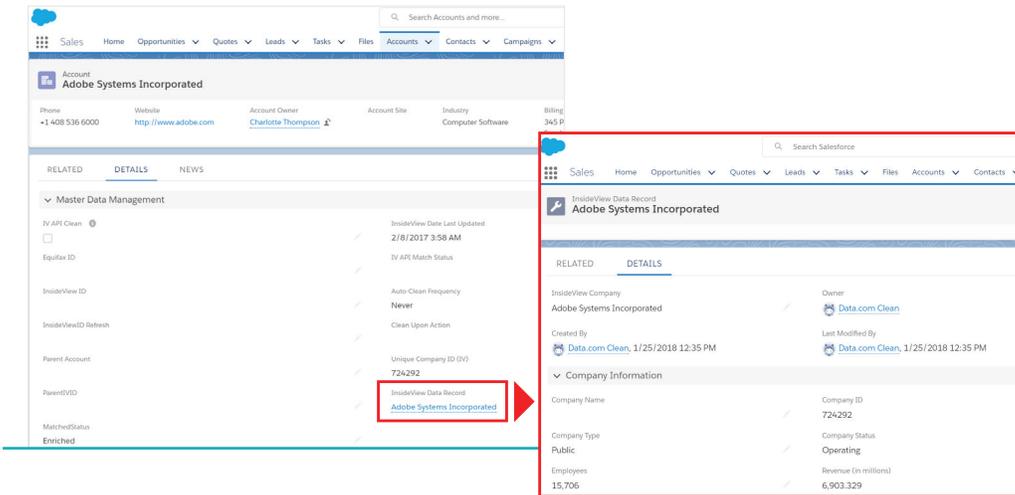
# InsideView Append

## BETTER DATA. BETTER PROSPECTS.



A SALESFORCE LIGHTNING DATA APP

If your data's bad, finding the right prospects is like searching in the dark. Target and engage your prospects with greater insight and precision by appending InsideView's continuously refreshed company data to your Salesforce account records.



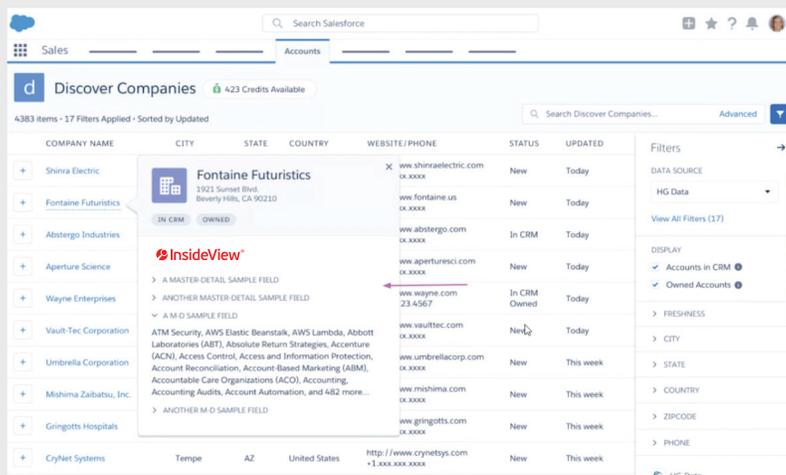
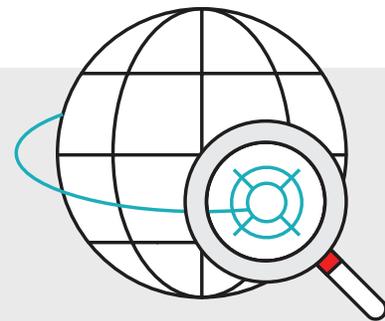
InsideView Append attaches current, complete data to your accounts that you can use to enrich and refresh old, incomplete records.

With cleaner, more complete data, you can better qualify prospects and engage with greater relevance.

And if you choose not to overwrite your records, you have complete control. It's all based on how your Admin sets things up.

### View more than 30 fields of information, including:

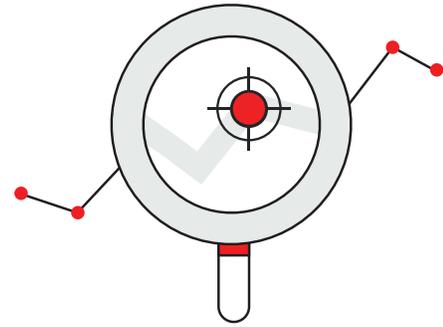
- Company Name
- Company Type
- Company ID
- Company Status
- Employees
- Revenue
- Industry
- Sub-Industry
- NAICS Code
- NAICS Description
- SIC Code
- SIC Description
- Street
- City
- State
- Country
- Zip/Postal Code
- Phone
- Websites
- Fax
- Company Description
- Ticker
- Fortune Ranking
- Most Recent Quarter
- Revenue Currency
- Fiscal Year End
- Date Founded
- Subsidiary
- Parent Company
- Ultimate Parent Company
- Family Tree IDs
- Family Tree Countries



**Add the Prospecting module to discover new ideal prospects and expand your total addressable market.** It brings the power of InsideView's global database into Salesforce, so you can find net new prospects that match your ideal customer profile and add them into Salesforce.

## THE DATA PLATFORM BUILT BY DATA SCIENCE

InsideView is the modern global B2B data platform — the only platform to continuously aggregate and validate data and insights from more than 40,000 sources using advanced data science and artificial intelligence. It is created specifically for sales and marketing, which means we deliver the companies you want, without the noise of irrelevant businesses.



**Built on the only modern global B2B data platform**

**13M+ COMPANIES WORLDWIDE**

**VALIDATED BY DATA SCIENCE**

**Append continuously refreshed data** to your account records

**Aggregated from 40K+ news, editorial, social, and financial sources**

**Natively integrated into Salesforce.com**



- **1,000+ Salesforce customers**
- **Salesforce-integrated marketing, sales, and data hygiene solutions**
- **Integrated with Salesforce since 2007**
- **One of the first AppExchange partners and a first Lightning Data partner**



*“Salesforce and InsideView are both critical to our lead-to-revenue operations and we’re excited to see InsideView as a Lightning Data partner.”*



April Larsen, Sr. Director,  
Sales Operations, Docker

*“We’re excited to see InsideView become a Lightning Data partner. Today we use the full InsideView suite of sales and marketing solutions for targeting, account data cleansing, and enrichment within Salesforce. InsideView is an important partner for our go-to-market success.”*



Kris Gabbard, CMO,  
Chatham Financial

**InsideView’s database focuses on the companies you want to do business with, without the clutter. [See how customers rate InsideView.](#)**

**Stop chasing bad prospects because your data’s bad.** Append the industry’s most reliable B2B data to your Salesforce accounts. [Contact us](#) or [click here](#) for more information.



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