InsideView® Refresh

Clean your CRM records with the most reliable, complete information. Automatically.

For Microsoft Dynamics 365 and Salesforce.

Prevent Data Decay with InsideView Refresh

Data is the heartbeat of your business. But every day, changes in the market, and inside your own company, compromise the health of that data. InsideView Refresh is a data cleansing solution that automatically cleans, updates, and standardizes your CRM account and contact records with reliable, up-to-date information. Gain control over the quality and completeness of your CRM data so your sales and marketing teams can target more precisely, engage more effectively, and drive go-to-market success.

> # B2B data decays at a rate of more than 5% every month—or 70% per year, according to Biznology.

INSIDEVIEW REFRESH CAPABILITIES

Refresh your data daily or on-demand

A typical data cleanse is a highly manual, offline process, done once a year, if that often. With InsideView Refresh, updates can be scheduled as often as daily, or done "on the fly", so updates can be seen in hours or minutes. InsideView Refresh ensures that this process is a natural part of your team's workflow.

### Apply fine-grain control over updates

One-size-fits-all approaches to data hygiene aren't enough. With InsideView Refresh, you can define precisely which fields you want to update and which records you want to manage. Data visualization also offers you full visibility into what's changing in your CRM so you can quickly accept or reject updates, at the individual or bulk level.

Conduct email validations

Without working email addresses, marketing campaigns don't reach their intended audience. InsideView Refresh adds automated email validation for all your CRM contacts so you won't get blacklisted, and you can reach the people you want, with greater response rates.

Correct dirty or missing data

Dirty data can be worse than no data at all. InsideView Refresh updates old and inaccurate information and supplies important information that's missing, drawing from InsideView's Targeting Intelligence platform, which is continuously refreshed from more than 40,000 sources worldwide.
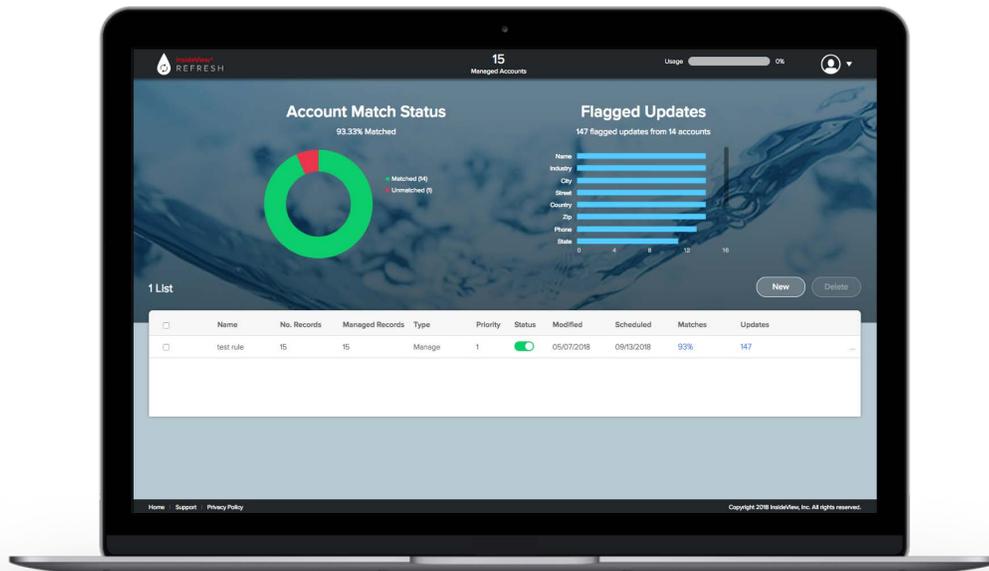
Ensure your CRM data is always as clean and current as possible with InsideView Refresh.

INSIDEVIEW REFRESH FEATURES

- Schedule updates as often as daily. Or update "on the fly."
- Precisely define which records are managed.
- Create multiple segments with rules that control update behavior.
- Update your account and contact records with 40+ fields of information.

- Run email validations twice per contract year on all your CRM contacts.
- Export updates to a spreadsheet for granular data analysis.
- Integrated with Microsoft Dynamics 365 and Salesforce.com.

Use Refresh as part of the InsideView Account-Based Marketing Solution

84% of B2B marketers agree that ABM outperforms other investments, but its success is dependent on quality data. Our ABM solution enables lead-to-account mapping, and refreshing your data allows you to select accounts based on the most accurate information.

The InsideView Advantage

InsideView helps B2B companies drive rapid growth with the only platform that empowers business leaders to quickly and confidently make go-to-market decisions. As the market shifts from volume-based to targeted sales and marketing strategies, businesses turn to InsideView to help them identify new market opportunities, align sales and marketing execution, and optimize performance. InsideView's Targeting Intelligence platform, built using artificial intelligence (AI), delivers the industry's most relevant, reliable data, trusted by the world's leading B2B companies. Contact us to learn more about InsideView.

Contact Sales at **(415) 728-9340**, or email **salesteam@insideview.com** to learn more about InsideView Refresh

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