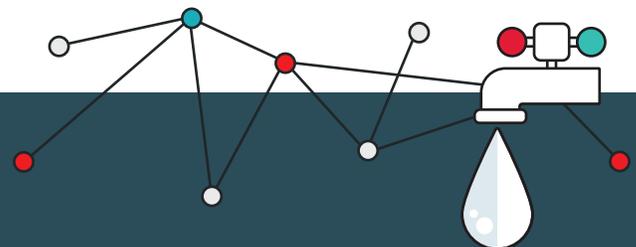


Clean your CRM records with the most reliable, complete information. Automatically.

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 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 decay rate:
5% per month
 —
70% per year¹



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.



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.



Apply fine-grain control over updates

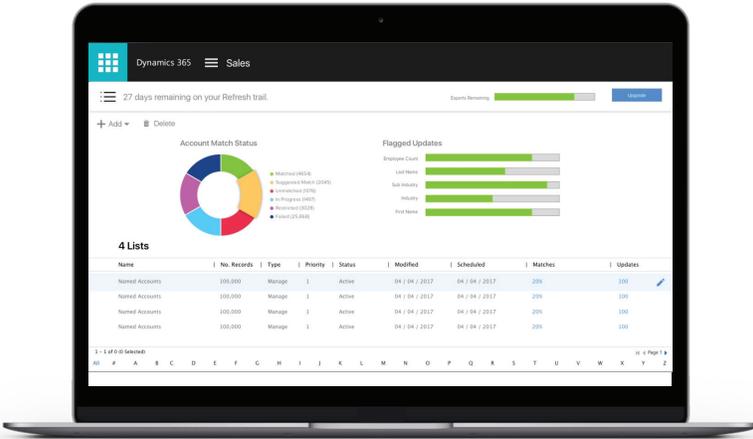
One-size-fits-all approaches to data hygiene aren’t enough. With InsideView Refresh, you can define precisely which fields you want to update and which records you want to manage. Data visualization also offers you full visibility into what’s changing in your CRM so you can quickly accept or reject updates,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



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 AI-powered data and intelligence platform, which is continuously refreshed from more than 40,000 sources worldwide.

1. Source: Biznology, B2B data decay and list rental – buyer beware!, February 13, 2015.



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 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.



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

84% of B2B marketers agree that account-based marketing (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.

84%

agree that account-based marketing outperforms other investments

The InsideView Advantage

InsideView helps businesses drive rapid revenue growth by empowering business leaders to discover new markets, target and engage the right buyers, and manage customer data quality. Our AI-based B2B data and intelligence platform delivers the industry’s most relevant and reliable buyer signals and, combined with InsideView’s data expertise and best-in-class customer support, is trusted by the world’s best performing companies.

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