



## The First Modern Data Management Solution with Insights

There's no doubt that a rich, accurate database, filled with reliable and up-to-date information on your customers and prospects, increases productivity and efficiencies across all teams. But when dashboards and visualizations are also delivered straight to your CRM, you have clear visibility into how your data quality is improving over time.



**InsideView Data Integrity is a customer data management solution that automatically cleans, monitors, and unifies your CRM records with the most reliable, up-to-date information**

Actively manage your data quality, so your business can confidently make decisions in driving revenue and improving operational effectiveness.

At any given time, the average  
**B2B database is 25% inaccurate**<sup>1</sup>

**77%** of companies believe their bottom line is affected by inaccurate data<sup>2</sup>

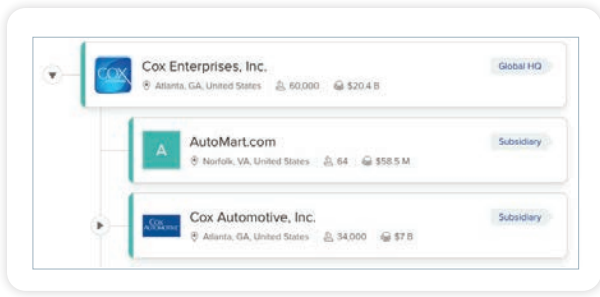
## Clean and enrich your CRM with an integrated solution

Keep your CRM data clean for a consistent, unified view of your customers and prospects.

Account Name	Account Owner	Account Priority	City	State	Country	Industry	Employees	Annual Revenue
1. Olive Garden, Inc.	Laura Kane	Top 1 Prospect	San Jose	CA	US	Restaurants/Quick Service	15,000	USD \$1,500,000,000.00
2. Sears & Roebuck	Melissa Kringer	Top 1 Prospect	Alton	IL	US	Department Stores and Retail	70,000	USD \$5,000,000,000.00
3. Home Depot of America	Stacy Archer	Top 1 Prospect	Atlanta	GA	US	Consumer Electronics	10,000	USD \$1,000,000,000.00
4. Cabot Corporation, Inc.	Laura Kane	Top 1 Prospect	Spokane Falls	OR	US	Fruits and Vegetables Farm	2,079	USD \$1,000,000,000.00
5. Lee Communications, Inc.	Stacy Archer	Top 1 Prospect	Atlanta	GA	US	Cable Television Networks	22,000	USD \$1,000,000,000.00
6. The Pinnacle & Satellite Group	Melissa Kringer	Top 1 Prospect	Channahon	IL	US	Financial Products	80,000	USD \$7,000,000,000.00
7. South Coast Bancorp	Stacy Archer	Standard Prospect	Flushing	MI	US	Consumer Electronics	11,000	USD \$1,000,000,000.00
8. High-Tech Telecommunications	Melissa Kringer	Standard Prospect	Lynch	NE	US	Global Telecommunications	6,000	USD \$1,000,000,000.00
9. The Home Depot, Inc.	Melissa Kringer	Standard Prospect	Atlanta	GA	US	Home Furnishings	1,000	USD \$1,000,000,000.00
10. Equifax, Inc.	Laura Kane	Standard Prospect	San Francisco	CA	US	Electronic Payment Systems	3,000	USD \$1,000,000,000.00
11. Equifax, Inc.	Laura Kane	Standard Prospect	Wheat	AZ	US	Fruits and Vegetables Farm	1,000	USD \$1,000,000,000.00
12. Home Depot Company	Melissa Kringer	En Customer Site Back	Quincy	IL	US	Consumer Electronics	100,000	USD \$10,000,000,000.00
13. Sun, Inc.	Laura Kane	En Customer Site Back	Redwood City	CA	US	Collaborative Software	9,000	USD \$1,000,000,000.00
14. ESPN, Inc.	Stacy Archer	En Customer Site Back	Bristol	CT	US	Television Broadcasting	8,000	USD \$1,000,000,000.00
15. Boston Scientific Corp.	Stacy Archer	En Customer Site Back	Methuen	MA	US	Electromechanical and Therap	22,000	USD \$1,000,000,000.00

- Clean and append accounts, contacts, and leads in your CRM.
- Unify customer data with standardized and up-to-date information.
- Evaluate sales performance with accurate territory assignments.
- Automatically keep your CRM records current.
- Have precise control in governing how, when and where your data flows.

1. Source: SiriusDecisions; 2. Source: Harvard Business Review



## Enhance business processes to drive faster revenue growth

Enable smoother workflows throughout the lead-to-revenue cycle.

- Automate account hierarchies (or family tree linkages).
- Score and route leads appropriately with configurable lead-to-account mapping.
- Discover new revenue opportunities within ecosystems.
- Run email validations for all your CRM contacts.



## Visualize and monitor data health to improve operational effectiveness

Gain actionable insights into the ongoing health of your CRM.

- View matched and updated records through interactive trend graphs.
- Monitor and measure data health with at-a-glance comparisons over time.
- Access dashboards that include insights into how data quality is improving over time.
- Easily understand and identify duplicates, out of business companies, past employments, and more.

## Features

- Data coverage spanning 19M companies and 100M decision-makers.
- Update your account, contact, and lead records with 80+ fields of information.
- Data integrates seamlessly with Salesforce.com and Microsoft Dynamics 365.
- Automate family tree linking and lead-to-account mapping.
- Enhanced AI-powered matching that enables higher match rates, accuracy, and flexibility in match logic.
- Control which records are managed, fields updated, and frequency of updates.
- Manage all or a segment of your records, and assign rules that control the update behavior.
- Run email validations on all your CRM contacts and leads.
- Interactive trend graphs with matched and updated records.
- Dashboards that include insights such as number of family tree linkages, duplicates, past employments, lead-to-account mapping, and more.
- Visual comparisons to show data health over adjustable time periods.
- ISO-security certified.

## 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.

For more information, contact us at [www.insideview.com](http://www.insideview.com)

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