DEMANDBASE

Data Integrity

Improve CRM and MAS efficiency with real-time data hygiene

Data Integrity helps organizations maximize the value of their CRM and marketing automation systems by ensuring the data inside them is clean, complete, and current. It delivers one-time, scheduled, real-time enrichment of records using Demandbase's third-party data—reducing manual data cleanup and increasing marketing and sales effectiveness.

Solving the biggest CRM/ MAS data challenges

Duplicate records: Identify and match duplicates using Demandbase's proprietary identity graph.

Incomplete records: Fill in missing firmographic and contact details automatically.

Inaccurate or outdated data: Keep your records fresh with ongoing enrichment and email validation.

Turn dirty CRM data Into a revenue asset

Data hygiene: Identify duplicates, standardize fields, and keep records clean over time.

Account enrichment: Enhance account records with firmographics, hierarchies, and company data.

Lead & contact enrichment: Auto-fill job titles, functions, emails, phone numbers, and social handles.

Email validation: Ensure your campaigns reach the right inboxes with validated emails.

What Demandbase Data Integrity offers

Comprehensive data hygiene: Identify duplicate, enrich, and standardize your CRM and MAS records—improving segmentation, routing, and reporting.

Multi-system support: Supports integrations with Salesforce, Microsoft Dynamics, and Marketo.

Flexible enrichment options: Configure enrichment to run when you choose.

- **On create** – enrich new records in real-time
- **On schedule** – daily, weekly, or monthly updates
- **On demand** – enrich records anytime with a click

Impact you can expect

- Identified duplicates and reduced account records by 85%, contacts by 66%, and leads by 50%
- 97% of reps use Sales Intelligence Cloud at least once a week and 80+% use it every day
- Saved $50,000 they would have spent on a consultant to generate account plans
- "All those kinds of things—reps confidence in the data and tools, satisfaction in their jobs, reduced turnover—really add up in the end to a product that's worth more than its weight"

  - Matt Norris, Sales Operations Specialist, Navisite

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Schedule a customized demo today

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