Data.com Clean

salesforce data.com

Clean data makes all the difference

What's the true value of having high-quality data in Salesforce? Simply put, data is the foundation that allows you to gain the intelligence and automation for effectively growing your business. But the task of creating and maintaining high-quality customer data is a never-ending challenge, because today's business environment is in constant motion. Research shows that many companies have incomplete information about their customers, and the information they do have changes at a rate of 2-5% each month – the combination of these two factors limits the ability to achieve the maximum return from your Salesforce investment.

Data.com Clean makes your customer data more complete and reliable, turning stale, poor-quality data into a valuable asset for use across key sales and marketing processes.

Data.com Clean:
## Improve your data quality in Salesforce

With Data.com Clean, Salesforce customer can automatically enrich their CRM data against our industry-leading sources, with tens of millions of business contacts and over 240 million Dun & Bradstreet company profiles. Data.com Clean provides flexible configuration for comparing and updating your records: from fully automated population of new/different information into your accounts, contacts and leads, to flagging differences for review on an individual record basis. And with a robust set of reporting options, plus the ability to use Chatter alerts, you can easily stay on top of your data quality.

Key features

- Automated match and fill turns incomplete data into actionable customer records
- Update and enrich lists of leads, contacts or accounts on-demand to handle specific sets of records
- Real-time lead enrichment adds important company details to inbound leads, even when they have minimum of inputs (e.g., name, company, business email)
- Manual comparison screen shows where Data.com has different and/or additional information when you don't want to automatically populate data from Data.com
- Dun & Bradstreet DUNSRight™ matching on account records shows when there is a potential match against multiple, similar companies in Data.com

Business benefits

- Add detailed information to your customer records for more precise customer segmentation, lead scoring/routing, account prioritization, territory planning, etc.
- Increase user satisfaction and adoption of Salesforce by providing more reliable and relevant information
- Standardize key data fields to improve the accuracy of reporting
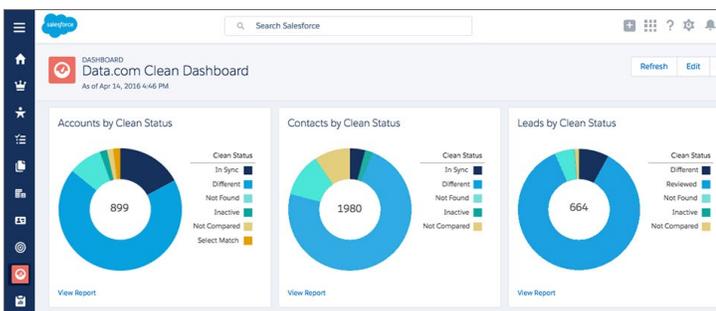
Data.com Clean Dashboard (partial view)

Data.com Clean delivers trusted data right inside Salesforce

+**44**%
increase in data completeness

+**37**%
increase in sales productivity

+**43**%
increase in CRM adoption

Understand your customers at a deeper level

Data.com Clean provides a wealth of highly valuable details to your customer records. By adding up to 100 fields of advanced account information, including financial information, industry classifications, corporate linkages and other firmographic details, you gain new insights to power your processes. And by enriching your contacts with complete business card details, your reps have up-to-date phone/email information, titles, departments, and all the associated company details.

Data.com's secret sauce: The right data, built into Salesforce

Effective data enrichment requires high-quality data to match against, but it also requires making it easy to compare and update against your existing data. Data.com Clean offers the perfect combination of robust, validated data that is available natively in Salesforce. Now, you can ensure that your customer data in Salesforce is continually being maintained and improved, so that you have the right data to run your business and drive growth without implementation or integration work.

"Our sales reps save hours each week with Data.com."

- CareerBuilder

Data.com Clean Record Comparison

Learn more at www.salesforce.com/data or call 1-800-667-6389.