InsideView Data Integrity

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.
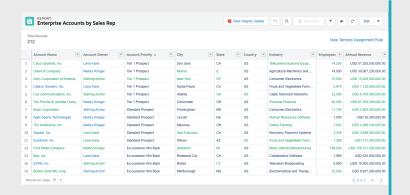
InsideView Data Integrity is a customer data management solution that automatically cleans, monitors, and unifies your CRM records with the most reliable, up-to-date information. Actively manage your data quality, so your business can confidently make decisions in driving revenue and improving operational effectiveness.

At any given time, the average B2B database is 25% inaccurate[1]

77% **of companies believe their bottom line is affected by inaccurate data[2]**

Clean and enrich your CRM with an integrated solution.

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

REPORT
Enterprise Accounts by Sales Rep

Total Records
212

View Territory Assignment Rule

Account Name	Account Owner	Account Priority ↓	City	State	Country	Industry	Employees	Annual Revenue
1	Cisco Systems, Inc.	Lana Kane	Tier 1 Prospect	San Jose	CA	US	Telecommunications Equip...	74,200	USD 51,320,000,000.00
2	Deere & Company	Malory Krieger	Tier 1 Prospect	Moline	IL	US	Agricultural Machinery and ...	74,000	USD 39,067,200,000.00
3	Sony Corporation of America	Sterling Archer	Tier 1 Prospect	New York	NY	US	Consumer Electronics	10,000	USD 15,200,000,000.00
4	Calavo Growers, Inc.	Lana Kane	Tier 1 Prospect	Santa Paula	CA	US	Fruits and Vegetables Farm...	2,979	USD 1,120,690,000.00
5	Cox Communications, Inc.	Sterling Archer	Tier 1 Prospect	Atlanta	GA	US	Cable Television Networks	22,500	USD 8,700,000,000.00
6	The Procter & Gamble Comp...	Malory Krieger	Tier 1 Prospect	Cincinnati	OH	US	Personal Products	92,000	USD 67,093,000,000.00
7	Bose Corporation	Sterling Archer	Standard Prospect	Framingham	MA	US	Consumer Electronics	11,700	USD 3,900,000,000.00
8	Agile Sports Technologies	Malory Krieger	Standard Prospect	Lincoln	NE	US	Human Resources Software	1,000	USD 30,000,000.00
9	The Andersons, Inc.	Malory Krieger	Standard Prospect	Maumee	OH	US	Grains Farming	1,802	USD 4,386,430,000.00
10	Square, Inc.	Lana Kane	Standard Prospect	San Francisco	CA	US	Electronic Payment Systems	3,349	USD 3,588,920,000.00
11	Eurofresh, Inc.	Lana Kane	Standard Prospect	Wilcox	AZ	US	Fruits and Vegetables Farm...	1,380	USD 131,400,000.00
12	Ford Motor Company	Malory Krieger	Ex-customer Win Back	Dearborn	MI	US	Motor Vehicle Manufacturing	199,000	USD 158,721,000,000.00
13	Box, Inc.	Lana Kane	Ex-customer Win Back	Redwood City	CA	US	Collaborative Software	1,980	USD 630,850,000.00
14	ESPN, Inc.	Sterling Archer	Ex-customer Win Back	Bristol	CT	US	Television Broadcasting	5,900	USD 10,500,000,000.00
15	Boston Scientific Corp.	Sterling Archer	Ex-customer Win Back	Marlborough	MA	US	Electromedical and Therap...	32,000	USD 9,937,000,000.00

Results per page 15 ▾

‹ 1 2 3 ... 15 ›

- 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.

InsideView®

Enhance business processes to drive faster revenue growth.

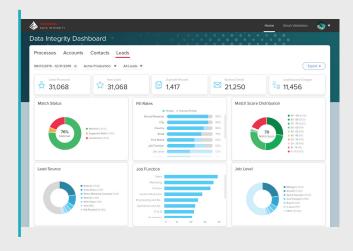Enable smoother workflows throughout the lead-to-revenue cycle.

- 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 71M 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 enterprise B2B data 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. **Contact us to learn more about InsideView Data Integrity.**

Sträva
TECHNOLOGY GROUP

+1 844.878.7282   **sales@stravatechgroup.com**