



Make better decisions based on cleaner data

Sweep's built-in data quality engines ensure accurate data insights, exceptional customer experience, and operational efficiency, without the manual cleanup.

Scalable data hygiene

Stay agile with clean, trusted data, at scale

Sweep continuously scans your Salesforce org for duplicate records across objects, merges them automatically using advanced, customizable matching logic, and matches records.

How Sweep ensures enterprise-grade data hygiene:

- Custom deduplication rules with filters, tie-breakers, and timing controls let you fine-tune policies
- Auto-merge applies advanced logic across standard and custom objects, reducing manual cleanup and accelerating time-to-revenue
- Cross-object scanning creates a single source of truth, enabling seamless handoffs between Marketing, Sales, and Customer Success

Business impact

70%

RevOps teams using Sweep spend 70% less time on manual data cleanup, freeing them to focus on strategic initiatives.

Smarter lead routing and seamless handoffs

Right lead, right rep, right time, from first touch to renewal

Slow or inaccurate routing and fragmented ownership can break the buyer journey. Sweep continuously deduplicates, matches, and routes Leads, Contacts, and Accounts to ensure fast follow-up and clean transitions across Sales, CS, and Marketing.

How Sweep powers intelligent routing:

- Cross-object matching connects Leads to existing Contacts and Accounts to prevent duplicates and lost history
- Visual routing builder lets you set rules for any object, based on region, segment, capacity, or custom fields
- Real-time or scheduled lead assignment, plus weighted round robin distribution

Business impact

99%

Teams that implement Sweep achieve 99% + CRM data accuracy - up from an average of 84% pre-Sweep.

Cleaner data starts in Slack & Teams

Stay ahead of issues without living in Salesforce

When records go unchecked or aren't updated, data quality breaks down and forecasting loses accuracy. Sweep drives better CRM hygiene by prompting real-time updates and actions in Slack and Microsoft Teams, making it easy for reps to keep data fresh and accurate without adding extra steps.

How Sweep improves CRM hygiene with Slack/Teams:

- Proactive alerts flag stale opportunities, untouched leads, and key funnel milestones in real time
- Deal rooms keep every stakeholder aligned with status updates, activity logs, and key fields synced from Salesforce
- Two-way sync lets reps update records, change stages, and log activity directly from Slack or Teams keeping data up to date and accurate

Business impact

3 x faster

Sales teams powered by Sweep respond to new leads 3x faster, driving higher speed-to-lead and conversion rates.



Sweep slashed our lead holding period from 19.4 minutes to just 33 seconds, dramatically improving our speed to lead and connection rates.

Rouel Agustin
Revenue Operations Leader,

CYBRARY

Ready to see it in action?

Book a demo and start making decisions with data you can trust.

Book a demo

