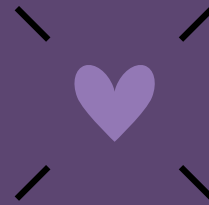
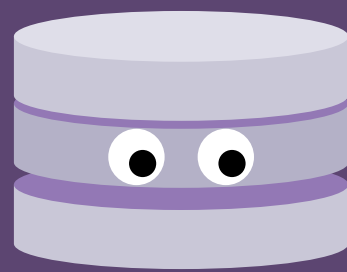
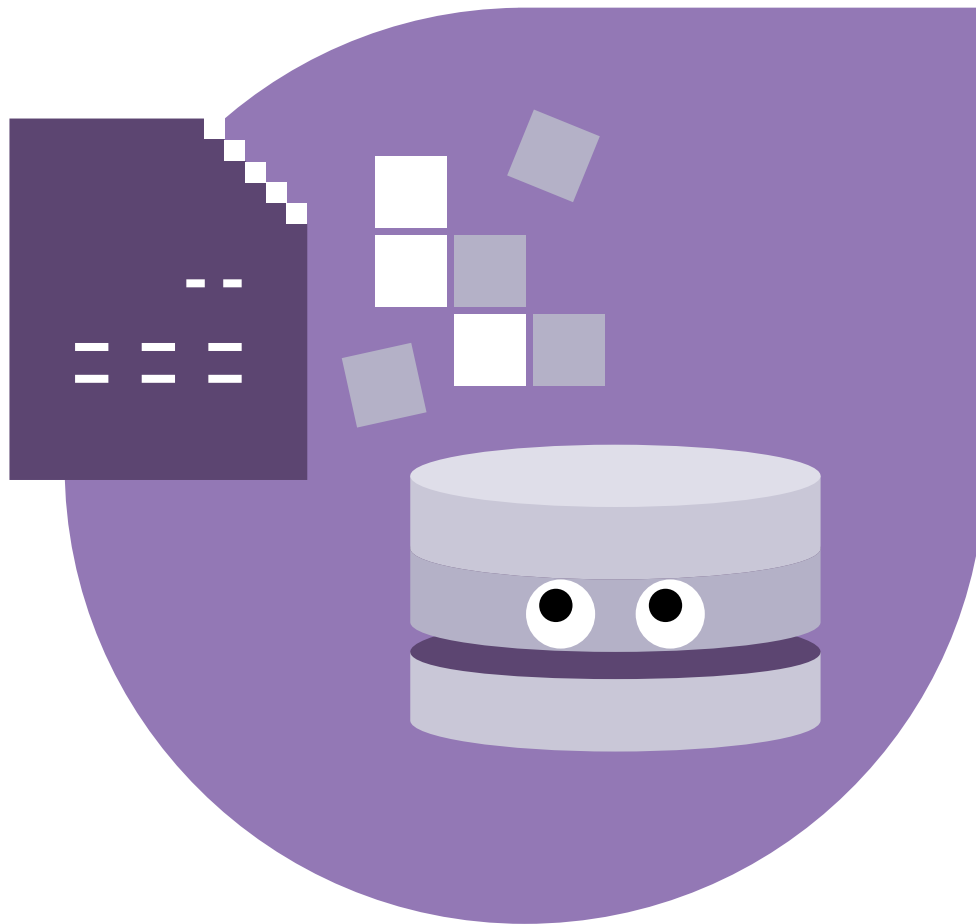


CRM data management –without manual effort.



Can you rely on the data in your CRM system?



Not if your daily routine looks like this:

Contact data often ends up in the CRM with difficulty – or not at all. Records are incomplete or incorrect, and there's no time for manual upkeep. Marketing and sales don't run smoothly. Your data makes the difference – or it doesn't.



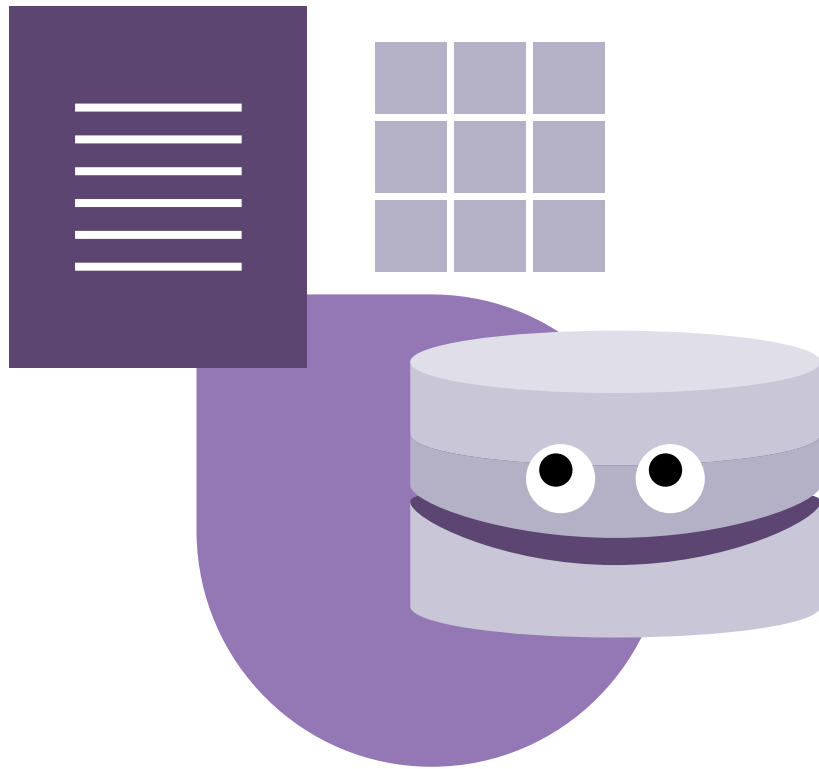
No diagnosis, no cure.

The CRM Health Score in DataQuality shows how healthy your contact data really is. It rates the freshness, contactability, and quality of your company and contact data – at a glance. So you know exactly where to take action.

**Only those who
know what
their CRM data
lacks can act on
it.**



CRM data that drives revenue.



How to maintain your contact data with DataQuality:

Your CRM stays clean and reliable. Automated processes boost sales efficiency. Sales and marketing work more effectively with the system. Your reach increases. So does your company's reputation.



Data quality pays off: in more deals, happier customers, and growing revenue.



CRM data maintenance –without manual effort.

Nobody has time to maintain CRM data manually – that's where **DataQuality Automation** steps in. It keeps your data clean and up-to-date using individual workflows and multiple integrated data sources.

Data sources

Data is extracted from email signatures, Excel sheets, web forms, websites, commercial registers, and more.

1

→ **How exactly?** An email arrives. The signature contains the contact data.

DataQuality Automation

Workflows automatically compare and process the data using your CRM system.

2

→ Existing contacts are detected, CRM fields are checked, outdated info is replaced.

CRM System

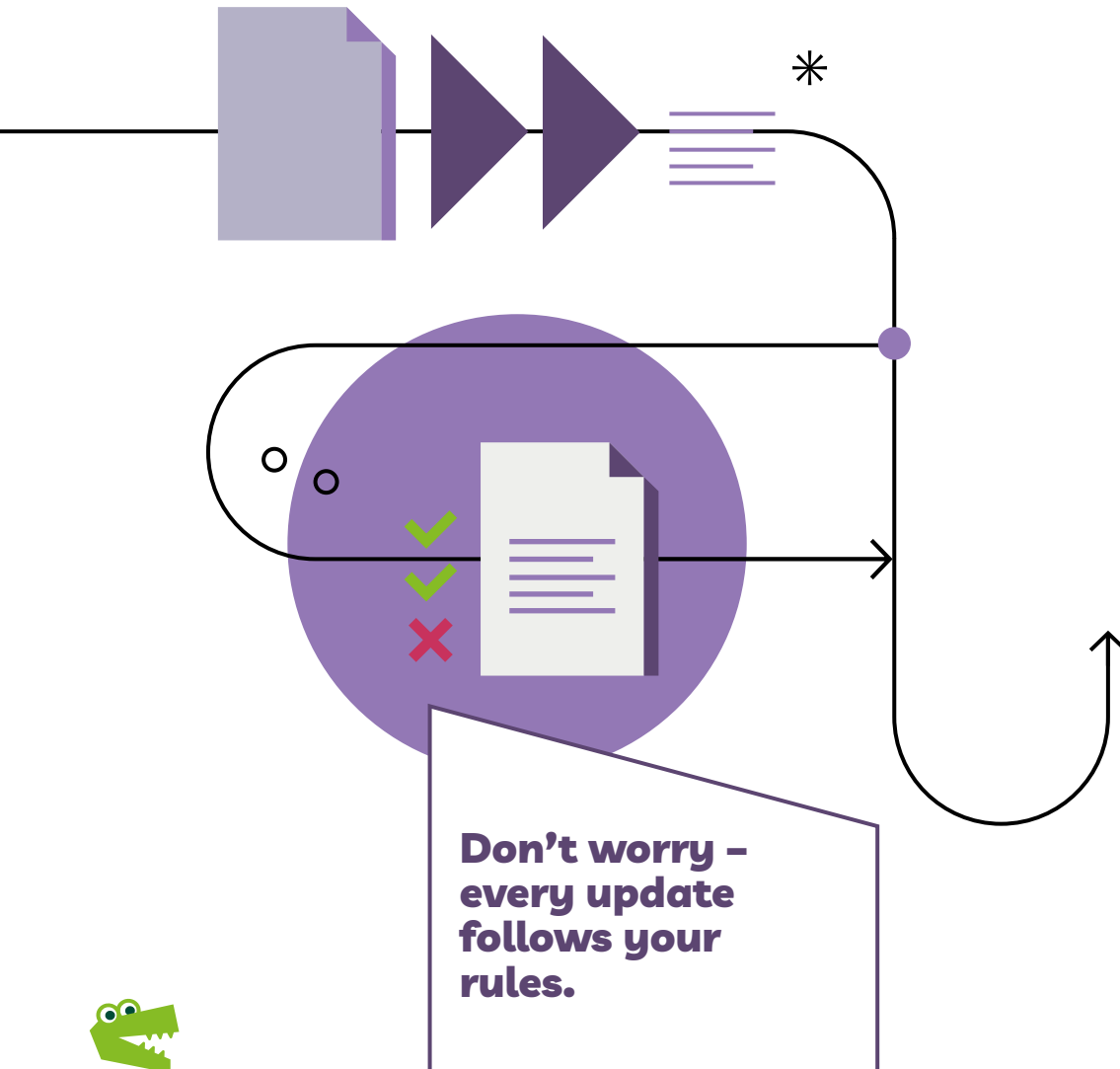
Contact records are updated and timestamped.

3

→ CRM contacts are updated based on rules and automatically marked with the last validation date.



You stay in control.

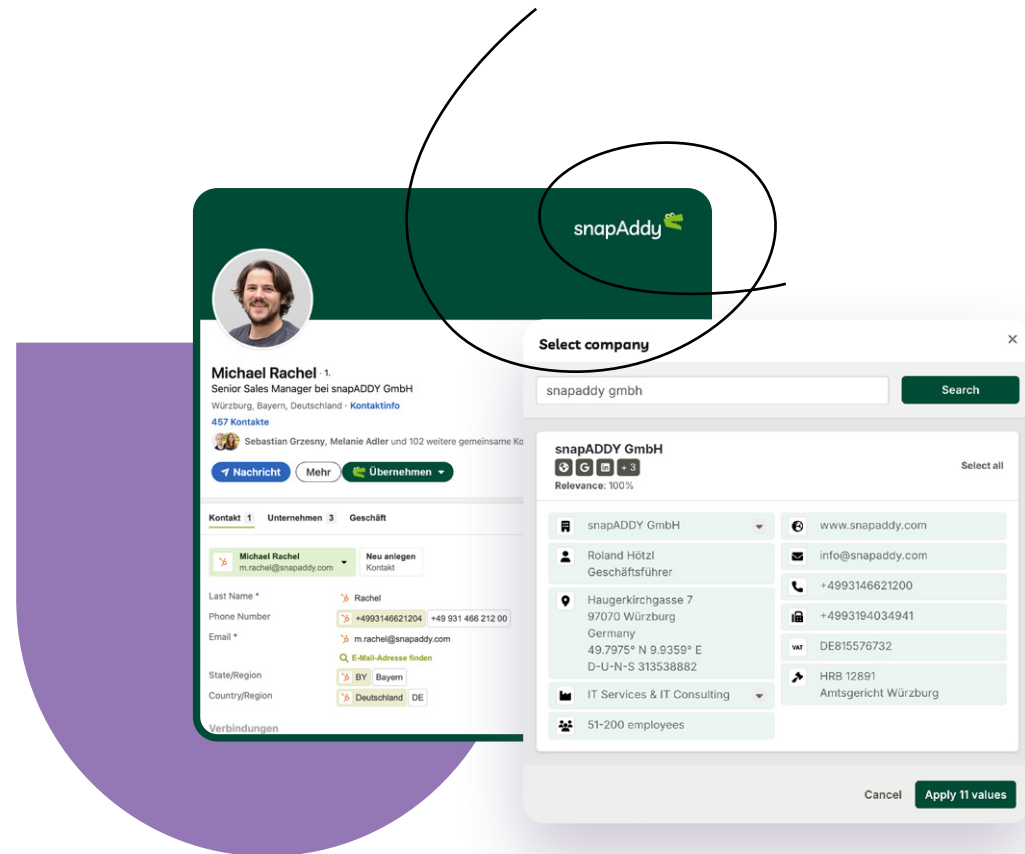


You decide what runs automatically – and where you want to give final approval. With individual workflows, you define which data is updated or accepted. Full automation or manual review for critical fields like phone or email? Your rules apply.



From search to contact data –no copy and paste.

With **DataQuality Research**, you find the right companies and contacts fast – and transfer them straight to your CRM. You always work with fresh data, accelerating lead generation and sales.



Find the right contact with precision. Search directly in LinkedIn or XING. With one click, send the contact to DataQuality Research, enrich missing details like email or company info using the built-in email validator and company lookup.



Technically compatible. Privacy-compliant. Simply reliable.

DataQuality integrates seamlessly with common CRM systems, checks for duplicates, and meets the highest IT security standards. ISO-certified and GDPR-compliant.



pipedrive™



HubSpot



Learn more about data security
on our [data protection hub](#).



“In the end, it’s a win for everyone. I can only recommend that companies invest in clean data sooner rather than later—and do it with snapAddy.”

Caroline Kuntz

Customer Management & Sales Operations
at HAHN+KOLB GmbH



Visible results at HAHN+KOLB.

**Many new
contact persons.**

**Significantly more job title
and department info.**

**More valid,
reachable email addresses**

How this tool whole-
saler gets more ROI
out of SAP Sales Cloud
– with snapAddy.



Read the full [Success Story](#).



Recommended by our customers.

“Rolling out snapAddy DataQuality even boosted CRM adoption – now all data is complete, accurate, and where it belongs, with much less effort.”



Bernd Eilers
Remmers Gruppe AG

“The great part is that we can tailor the automation rules ourselves, and the duplicate check works reliably. Even with typos or slightly different addresses, it still finds matches.”



Robert Hawke
OMICRON



Data quality is cheaper than data chaos.

DataQuality Automation

Enterprise

Packages	S	M	L
Number of users	10	10	25
Service and Support	●	●	●
Email workflows	●	●	●
Excel workflows	○	●	●
Webform workflows	○	●	●



Get in touch and receive
a tailored offer!

DataQuality Research

Single User

↙ 25 users

Billed annually per **user**,
including volume discount.



[Learn more and
book directly!](#)

Enterprise

↗ 25 users

Billed annually per **user**, plus an
annual **Customer Success fee**
(depending on the number of
users).



[Get in touch and receive
a tailored offer!](#)



Test instead of overthinking.

Get to know the benefits of automated CRM data maintenance – no strings attached. During your trial month, you'll have immediate access to ready-to-use standard workflows – perfect for getting started right away. After the trial, you can benefit from custom workflows tailored precisely to your processes.

**Your free trial
month with
DataQuality
Automation.**



**Got questions?
Just reach out.**

Michael Rachel

Senior Sales Manager

m.rachel@snapaddy.com

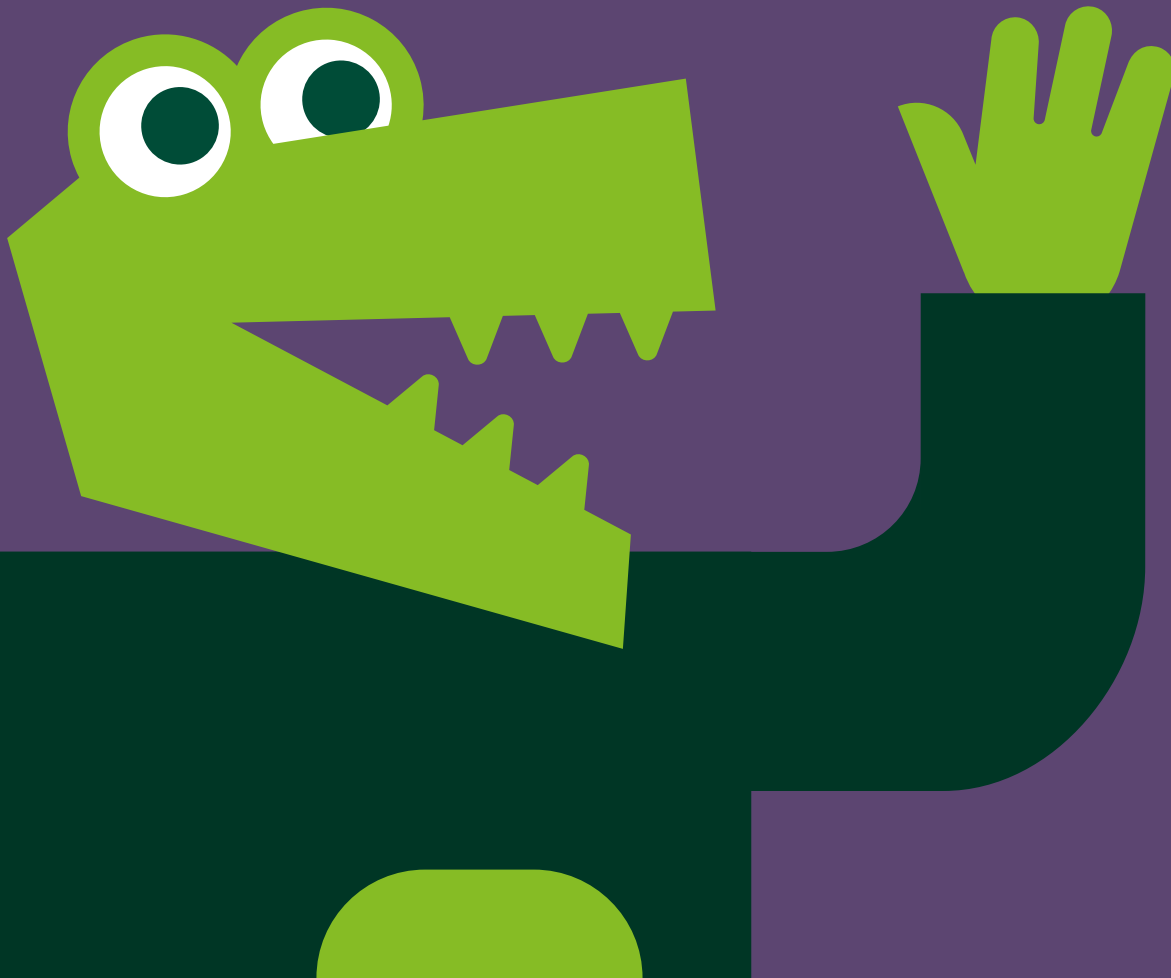
t. +49 931 466 212 06

m. +49 176 601 820 07

Or simply
scan here:



Hey, we're snapAddy!



When it comes to contact data, people think of snapAddy. We're one of the leading software providers for automated contact capture and help eliminate time-consuming, manual CRM processes in marketing and sales. Since our founding in 2015, we've grown from a startup into an international team with over 100 employees – and our journey continues. More than 4,000 companies, including several DAX-listed corporations, already rely on our solutions. And new ones join every day.



sales@snapaddy.com • +49 931 466 212 00
snapAddy GmbH • Haugerkirchgasse 7 • 97070 Würzburg

snapAddy.com