

Case Study: SLI Systems

"Unique Upload has resulted in a dramatic reduction in time and effort. We now have an overall ability to manage our data." - Melissa Davies, Global Marketing Operations, SLI Systems



About SLI Systems

SLI Systems is a SaaS-based software company, providing site search for ecommerce websites. They are a growing, global brand at \$25 million a year, with 30-50 percent growth year-over-year. SLI Systems helps customers find what they want quickly, with strong activity-tracking technology, ensuring relevant content and an improved shopping experience.

The Challenge

SLI Systems has a 10-year-old Salesforce for their CRM system, and after running Marketo for marketing automation for over a year, they were challenged with some serious data issues. As a global company, sales reps from all over the world were creating multiple Leads and Contacts. They were challenged with new leads coming in that should have been attached to existing Accounts. Imports came into CRM through various methods, causing overall poor data hygiene processes.

"We had hundreds of duplicates. It was a disaster," shares Melissa Davies, Global Marketing Operations at SLI Systems. In addition, the company knew that they needed data standardization and some stricter data hygiene processes or else the dirty data would continue.

"RingLead solved the majority of my data hygiene issues. It was the first thing I implemented when I came on board with SLI Systems," shared Melissa.

The Solution

Removing Duplicates

SLI Systems partnered with RingLead to standardize, clean and protect their data to stop the bleeding. "RingLead helped solve our data quality problem in a big way," said Melissa, "We spend a month and a half using RingLead to clean our duplicates with Leads to Leads, Contacts to Contacts, Leads to Contacts, and Accounts to Accounts."

Preventing Future Duplicates

Once their CRM was clean, SLI Systems used Unique Entry to stop duplicates from entering Salesforce going forward. "Unique Entry helped tremendously. That little pop-up that says, 'Hey, this person is already in your database. Are you sure you really want to create a new Lead?' has been dramatically effective in reducing our number of duplicates."

To address the challenge of duplicates from list uploads coming from multiple sources across the globe, SLI Systems implemented RingLead's Unique Upload. "Unique Upload has been phenomenal for us." No matter the different sources or different formats, RingLead helped SLI Systems upload, map and attach list contacts to a campaign, ensuring that they were not creating duplicates from lists. "Unique Upload has resulted in a dramatic reduction in time and effort. We now have an overall ability to manage our data."

Data Standardization

To ensure their data was standardized for accurate research, marketing segmentation and reporting across Salesforce and Marketo, SLI Systems used RingLead's Data Shield. The tool has helped stop duplicate records between Marketo and Salesforce, ensuring a seamless experience with clean data. "Standardized data makes life so much easier. You're not having 18 versions of 'California', for example."

The Results

- Reduced Salesforce and Marketo bills
- Quickly closed a large deal which paid for a year of RingLead
- Saved three months worth of manual data clean up
- Turned a two-month direct mail project into a two week project
- Dramatically reduced the marketing budget due to not purchasing list with duplicate contacts
- Boosted sales efficiency and territory coverage

“The support has been great as far as getting everything set up. The implementation team walks you through everything, so it was two one-hour phone calls and I was done. Getting everybody trained, up and running on a global scale has been easy.”