

Go Beyond Deduping to BOOST YOUR DATA

More ways to improve your data using **cloudingo**

✓ BUILD CONSISTENT AND COMPLETE RECORDS BY FILLING IN MISSING INFO

Easily find records with missing information and update those fields for more complete records. For example, find contact records that are missing address information—update those records, delete them, or tag them so they're not included in direct mailing campaigns.



✓ IMPROVE EMAIL MARKETING EFFORTS

Get rid of stale, inactive records which have a negative impact on email marketing using mass delete. Inactive records tend to have outdated email addresses which cause high bounce rates, increase your risk of being blacklisted, and attribute to inaccurate performance measurements. Plus, if the inactive leads are simply not interested, marketing to them has the potential of damaging your brand's reputation.



✓ REASSIGN RECORDS AND OWNERSHIP

If a user has left your company or if there's any restructuring among record owners, you can easily update and reassign records to a new owner. Although Salesforce lets you bulk update and reassign ownership on Leads and Accounts, it does not give you the ability to do this on Contacts.

Being able to reassign Leads, Contacts, and Accounts using Cloudingo streamlines the process that would normally generate an error with no quick way to solve it in Salesforce.



✓ TRANSFER LEADS TO CORRESPONDING ACCOUNTS

Quickly and easily identify Lead records for which there are already Accounts and mass convert those leads into Contacts for cleaner segmenting of marketing and sales efforts. Notes and attachments stay intact, and you have the ability to set opportunities, tasks, campaigns, and assign ownership.



✓ POPULATE NEW FIELD VALUES

If you've added a new field to your org, such as a newsletter subscription check box, using Cloudingo's update feature, the new field value can be populated across a group of records in seconds.



✓ UPLOAD NEW RECORDS IN BULK

Using Cloudingo's Import Wizard you can load new records to Salesforce or update existing data without creating duplicates. Attach the records to a campaign, add a note in Salesforce, apply lead assignment rules, and reassign ownership or record types.



✓ GET TO KNOW YOUR PROSPECTS AND TARGET MARKET

Geocoding helps you better segment and categorize prospects using geographic, demographic, and political parameters. With more prospect information you'll be able to tell precisely where your business is coming from for better targeted marketing and balancing territory assignments among sales teams.



✓ VALIDATE AND STANDARDIZE ADDRESSES

Having verified mailing addresses helps to save money on postage by eliminating undeliverable or incorrect addresses. Standardized addresses also see faster shipping times, so you can reduce shipping delays and get products to clients quicker. Cloudingo can also help to correct misspellings and fill in blanks where data is missing, like city or zip code.



✓ SAVE STORAGE SPACE

To save space and reduce the cost of your Salesforce instance, delete inactive and fruitless records. Get rid of those without any activity within a certain time period, or records that have no phone number or email. Without a means to contact the prospect or customer, there is no need to keep them in your database.



✓ ENSURE SECURITY AND COMPLIANCE

Due to legal regulations some companies are required to keep data for a specified period of time. After time the data should be deleted as soon as legally allowed to prevent its use in litigation, audits, or other investigations.



✓ REAL-TIME DATA HEALTH ANALYSIS

At any given time you can monitor how many duplicate records are in your org by simply viewing your Cloudingo dashboard. You can also automate and schedule Cloudingo to run whenever you'd like to facilitate a clean database and continual maintenance of your data.



Unlock Clean Data

Find out in minutes how healthy your Salesforce® org is and get on your way to dupe-free, clean data.

Start a free trial! Visit cloudingo.com/trynow