

REAL TIME VERIFICATION

Increase the Lifetime Value of Captured Data Accumulate Savings on **SMS Credits, Sales Calls.**

Sales departments can spend half (as much as 45%) of their skilled hours wrangling with poor or incomplete data. Nearly 21% of potential sales revenue is lost to unverified databases.

VTM Customer Survey, 2022

Having a clean database of phone numbers and verifying them as mobile numbers capable of receiving SMS means more SMS credits get saved each time an SMS campaign is sent to a sanitized database.

360 Degree Cloud's **Verify the Email and Phone app** checks phone numbers in bulk and real-time to identify whether the number belongs to a mobile. It also checks what channels it is registered on (like WhatsApp) and what kind of number it is (VoIP, Landline, or something else). This solution supports **Phone Validation, Email Validation, and Address Validation**, ensuring **contact accuracy** at every level.

A sanitized database also translates into cleaner call-down lists for sales reps to power dial from their CTIs, and less time dialing numbers that aren't likely to pick up.

An unsanitized database causes an avalanche of cost overruns. It affects call and SMS deliverability and chokes any downstream applications that require Data Validation and data-led governance.

MORE RETURNS ON STRATEGIC GATED CONTENT.

89% of Sales Leaders say Lack of **Record Validation** erodes any CRM-led initiatives, which are really all initiatives. **68%** of Sales VPs and **81%** of Marketing Heads say unclean data creates friction in CRM adoption by frontline users and admins.

VTM Customer Survey, 2022

By verifying contact details right on your gated forms in real-time, marketing teams can maximize the time sales teams spend pursuing real revenue opportunities once emails are verified. Customer outreach effectiveness increases directly by collecting high-quality emails. You'll also prevent site visitors from accessing precious content without giving you a verified email through **Email Verification**.

BATCH VERIFICATION and **Mass Verify** features ensure both bulk and real-time validation for phone numbers, emails, and addresses, streamlining your workflows and enhancing data quality.

Content ROI should then see an uptick in ROI and authorized downloads instead of missing opportunities.