RINGLEAD

# DMS
DATA ENRICHMENT

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## DATA MANAGEMENT SOLUTIONS

# DMS DATA ENRICHMENT OVERVIEW

DMS Data Enrichment brings you closer to your target audience by putting valuable company and contact data right in your database. DMS Data Enrichment sources its data from multiple databases to bring you reliable, 360° profiles of your customers and prospects. DMS users have the option to enable data append for List Import, Web Submission and Marketo, enriching data as they import. DMS Data Enrichment includes normalization and verification technology to ensure your database remains campaign-ready at all times.

## Data Enrichment for Sales

- Position yourself as an industry leader on social
- Connect with prospects one-on-one
- Increase your social selling potential and social selling index score
- Develop an ideal customer profile
- Qualify Leads based on reliable data

# **Data Enrichment for Marketing**

- Segment audiences based on enriched data
- Distribute personal, highly-relevant messages
- Reduce bounce backs and unsubscribes
- Launch social media campaigns based on customer profiles
- Improve lead scoring

## CONTACT APPEND

DMS Contact Append empowers sales and marketing professionals with the enriched contact data they need to successfully identify and target qualified leads. We crawl multiple databases to return over 40 contact data points for every lead and contact in your CRM, returning to you a comprehensive profile of your buyer. DMS Contact Append delivers everything from social media links and phone numbers, to biographical information and titles. Because we source from multiple databases, we return the most detailed social data in the industry–including links to nearly 20 unique social media platforms.

| CONTACT APPEND | | |
|---|---|---|
| Contact Append | ags | Meetup |
| Biography | About Me | Pinterest |
| Email (verified) | Crunch Base | Reddit |
| First Name | Facebook | Renren |
| Full Name | Flickr | Tumblr |
| Job Title | Google | Twitter |
| Last Name | Gravatar | Vine |
| Middle Name | Instagram | Whatsapp |
| Phone Number | Klout | Xing |
| Source URL | LinkedIn | Youtube |

## FIRMOGRAPHIC APPEND

Valued as the demographics of the B2B world, firmographic data is incredibly useful when qualifying a lead and creating an ideal customer profile. Firmographic data can be leveraged to deliver highly-relevant messaging that results in lasting relationships with key influencers at prospect companies.

Data Enrichment appends up to 40 fields of Firmographic or Contact data to each record in your database to deepen your understanding of a company and its key players. Gain everything from social platforms and phone numbers for contacts, to company size and revenue for companies. DMS Data Enrichment will validate emails and reject any suspicious domains. Data Enrichment generates granular reports of your records, bringing you closer to your prospects.

**FIRMOGRAPHIC APPEND**

| | | |
|---|---|---|
| Address 1 | City | Industry |
| Address Line 2 | Postal Code | Revenue |
| Country | Address Line 1 | Raised Capital |
| State | Address Line 2 | SIC Code |
| City | Country | Technologies |
| Postal Code | State | Website |
| Address Line 1 | City | Year Established |
| Address Line 2 | Postal Code | |
| Country | Company Name | |
| State | Employees | |

# CONTACT US TODAY!

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to speak to one of our sales representatives about DMS Data Enrichment.

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