

Clean your CRM records with the most accurate, complete information. Automatically.

For Microsoft Dynamics CRM/365 online and Salesforce.

Prevent Data Decay with InsideView Refresh

Data is the heartbeat of your business. But every day, changes in the market—and inside your own company—compromise the health of that data. InsideView Refresh is a data cleansing solution that automatically cleans, updates, and standardizes your Salesforce records with the most accurate and current information. Powered by the InsideView Targeting Intelligence Platform, InsideView Refresh provides the greatest possible control over the quality and completeness of your CRM data.

B2B data decays at a rate of more than 5% every month—or 70% per year, according to Biznology.

INSIDEVIEW REFRESH CAPABILITIES

Refresh your data daily or on-demand

A typical data cleanse is a highly manual, offline process, done once a year, if that often. With InsideView Refresh, updates can be scheduled as often as daily, or done “on the fly” – so updates can be seen in hours or minutes. InsideView Refresh ensures that this process is a natural part of your team’s workflow.

Apply fine-grain control over updates

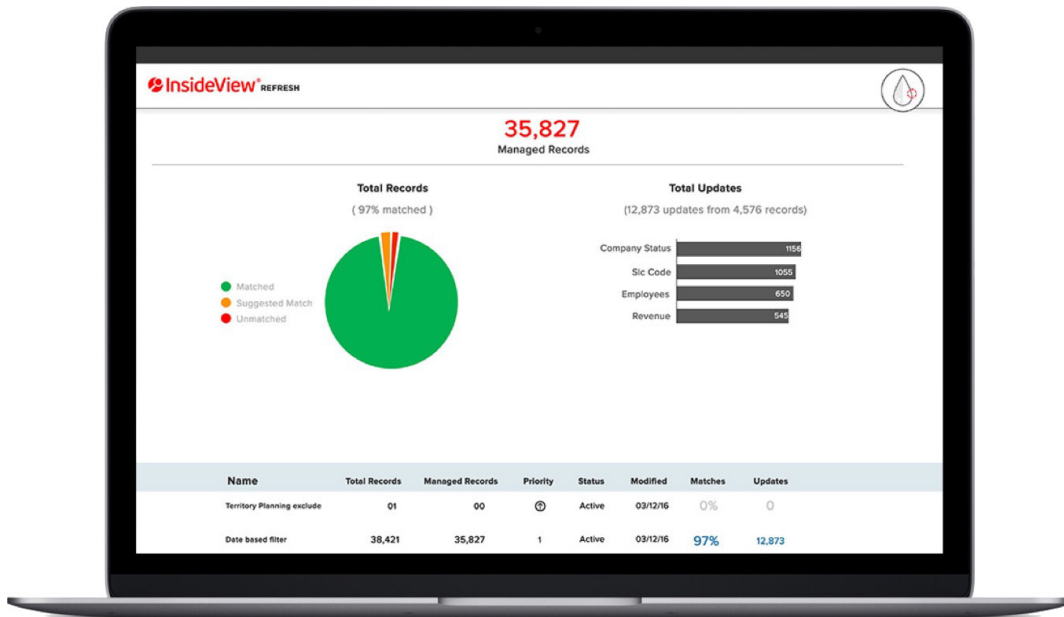
Data requirements are increasingly nuanced. One-size-fits-all approaches to data hygiene aren’t enough. With InsideView Refresh, you can define precisely which records you want to manage, gain field-level control over updates, and segment data for alternate mapping and behaviors.

Gain greater visibility

Large-scale data updates typically take hours and offer a limited view into those changes. InsideView Refresh’s data visualization offers full visibility into what is changing in your CRM system, so you can quickly accept or reject updates. The solution also allows you to make individual record or bulk changes.

Correct dirty or missing data

Dirty data can be worse than no data at all. InsideView Refresh updates old and inaccurate information and supplies important information that’s missing, drawing from InsideView’s Targeting Intelligence platform, which is continuously refreshed from more than 40,000 sources worldwide.



Ensure your CRM data is always as clean and current as possible with InsideView Refresh.

INSIDEVIEW REFRESH FEATURES

- Schedule updates as often as daily. Or update “on the fly”
- Precisely define which records are managed
- Create multiple segments with rules that control update behavior
- Update 40+ separate fields with field level controls
- Easily view updates with data visualization
- Export updates to a spread sheet for granular data analysis
- Integrated with Microsoft Dynamics CRM and Dynamics 365 online and Salesforce.com

Use Refresh as part of the InsideView Account-Based Marketing Solution

InsideView's ABM solution enables you to map leads to accounts, so you know which leads to focus on. Refreshing your data regularly is essential to that process, so you can select those accounts based on the most accurate information. Our ABM solution enables lead to account mapping, and refreshing your data allows you to select accounts based on the most accurate information.

84% of B2B marketers agree that ABM outperforms other investments, but its success is dependent on quality data.

The InsideView Advantage

Like all InsideView products, InsideView Refresh is powered by the InsideView Targeting Intelligence Platform—the industry’s most accurate and complete source of actionable information. To maintain our lead in data completeness, this platform employs all of the major data aggregation methodologies across 40,000 sources, leveraging the strengths of each. To maintain our lead in data accuracy, the platform relies on our first-to-market proprietary process in which every piece of data is multi-sourced, triangulated, and validated.