# Salesgenie for Dynamics

## Real-Time Enrichment & Prospecting for Sales & Marketing

### Align Your CRM Investment With Your Sales & Marketing Strategies

Make no mistake—getting your CRM right is important and urgent. You've invested heavily, and it's the backbone of your business processes and customer strategies. But when your CRM is underutilized or doesn't have accurate data, it can lead to lost productivity, missed opportunities, and lack of ROI tracking. By integrating Salesgenie, you can ensure your CRM investment pays its way!

> " *It costs about $1 to verify a record as it is entered, about $10 dollars to fix it later, and $100 if nothing is done, as the ramifications of the mistakes are felt over and over again."*
>
> **—W. Edwards Deming, on the SiriusDecisions 1-10-100 rule**

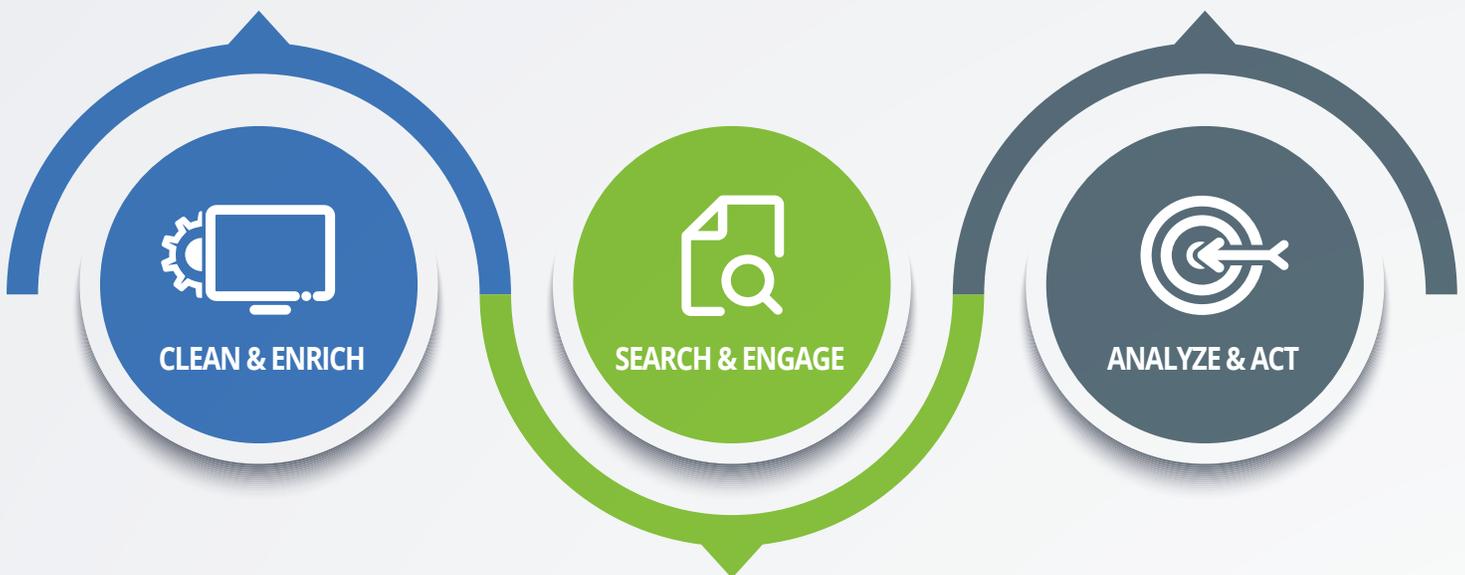## It's simple! Clean and enrich. Search and engage. Analyze and act.

### Improve Data Quality While Saving Time and Money

- Standardize and update records to maintain data quality
- Fill in data gaps in just minutes with valuable company or consumer details
- Cleanse your database of inaccurate and duplicate records

### Better Engagement with Actionable Intelligence

- Profile your customers, prospects, and markets to see what they look like
- Up/cross-sell, propensity to buy, and look-a-like modeling
- Develop customized, predictive models that can be applied to your data

**CLEAN & ENRICH**

**SEARCH & ENGAGE**

**ANALYZE & ACT**

### Accelerate Sales & Marketing Efforts With Quality Leads

- Marketing can easily find and prioritize high-quality leads, through hundreds of data elements, to build successful marketing campaigns, improve KPIs, and track ROI
- Sales can fast-track their close rate by finding new contacts and

decision makers, and have details at their fingertips, needed to prepare for their initial outreach
- Maximize time and workflows by maintaining lead assignment and territory rules for the entire organization

## Call 866.872.9069 or visit www.salesgenie.com/enterprise

# Our Data  Accurate. Comprehensive. Integrated.

## Accuracy: How We Do It

✔ Invest over $20 million every year and dedicate 350 full-time researchers to ensure our business and consumer records are continuously updated

✔ Make an average of 100,000 calls a day and over 24 million calls a year

✔ Gather data from more than 4,000 sources—from phone research to government sources to web monitoring and direct feeds from merchants

> According to an independent audit, our out-of-business rate is three times less than our competitors and **our record accuracy was over 12% higher** across company name, address, phone, and business categorization.

## Coverage: Whether You Target B2B or B2C, We Have It All

✔ 26.5 million U.S. and Canadian businesses with hundreds of attributes such as industry, number of employees, sales volume, credit rating, contact title, business expense, payment methods, and much more

✔ 258 million U.S. and Canadian Consumers with hundreds of demographic information such as gender, age, marital status, home value, estimated income, hobbies and interests, and much more

✔ Specialty files such as New Business, New Movers and ExecuReach to easily cross-sell your products and services to consumers that own a business

## Integrations: Deployed in Your Existing CRM to Simplify Your Technology Stack

✔ Seamlessly integrate with Salesforce, Microsoft Dynamics and many other third-party CRMs, providing sales and marketing just one application to manage both their existing customers and lead gen efforts

✔ Save time by automatically adding leads directly into your CRM whether it's one record at a time or list

✔ Automated data hygiene that allows you to standardize, update and enhance existing records

## About Salesgenie Enterprise/Infogroup

Infogroup has been the industry leader of business and consumer data for over 45 years, offering a variety of innovative services, designed to help you run and grow your business.

Salesgenie, a product of Infogroup, is a real-time sales intelligence solution for sales and marketing professionals to manage all of their lead generation and data cleansing needs in a single application. With our comprehensive business and consumer databases and innovative services, we help businesses increase their sales force productivity, track ROI, and simplify their technology investments.

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