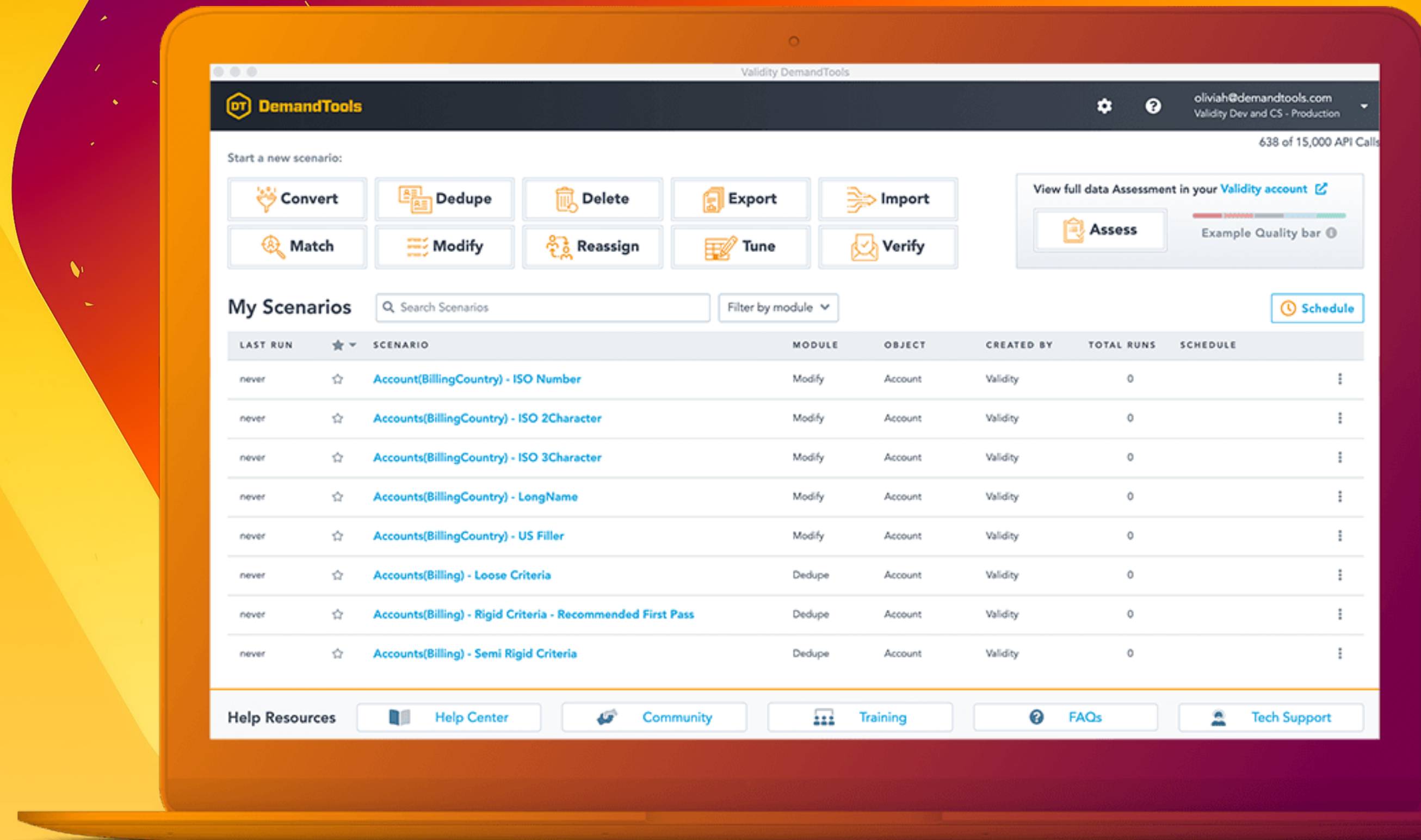
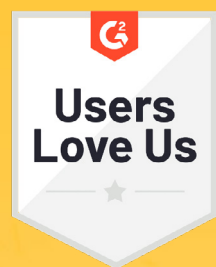




# The secure data quality platform that ensures your data remains your most valuable asset.



## Trusted by over 16,000 Salesforce orgs.

Your data is your greatest and most versatile asset. Sales teams need it to predict future revenue in their recurring forecasts. Marketing teams use it to target accounts and fill lead queues with high-intent prospects. Customer Success teams rely on it to know how to best support customer needs. Technology teams utilize it to fuel the success of every digital effort, from chatbots to next-best-action sales and marketing tactics. It's the backbone of your revenue operations.

With information entering your CRM from multiple sources all with their own formats, field naming conventions, and duplicates to your existing records, your data becomes inconsistent and duplicated. This increases costs across your business, causes friction in the customer journey, and makes your reports untrustworthy. Furthermore, most cleanup efforts are manual and time consuming, causing them to take a back seat to other priorities.

To experience success from your data, you need scalable, continuous management and quality processes in place so your data is prioritized as a part of your business initiatives instead of competing with them.

**Since its release in 2004, DemandTools has provided a versatile, adaptable, and secure platform for thousands of Salesforce orgs around the globe.**



*“DemandTools is a highly recommended tool for any data operations/management team. My team was able to clean up and standardize a lot of Salesforce data within two months of procuring the tool vs. something that would’ve taken at least a couple of years to do it manually. DemandTools has enabled us to initiate multiple new data-specific initiatives and has become key to our success.”*

**Veer Makwana,**  
Senior Manager, Strategy & Operations, Akamai

# Ensure your data remains your most valuable asset.



## Manage your data in minutes, not months.

Manage all aspects of your data in bulk with repeatable processes instead of record by record or need by need so you can achieve and maintain high data quality in less time.



## Get accurate, report-ready data you can trust.

Automatically dedupe, standardize, and assign records as they come in from different sources so you can generate trustworthy reports to direct your data-driven strategy.



## Market, sell, and support more effectively.

Get better data hygiene and improve the effectiveness of your sales, marketing, and customer support teams while decreasing their costs and protecting your customer experience.

# What DemandTools Delivers



## Data Quality Assessment

Understand how strong or weak your data is and know where to focus remediation efforts.

**CRM: Salesforce, Microsoft Dynamics 365**



## Duplicate Management

Merge existing duplicates and maintain a duplicate-free CRM.

**CRM: Salesforce, Microsoft Dynamics 365**



## Standardization, Mass Modification, and Business Insights

Apply record changes en masse and standardize CRM data to get trustworthy insights in every report.

**CRM: Salesforce, Microsoft Dynamics 365**



## Data Migration Management

Maintain data integrity during record imports, exports, and deletion.

**CRM: Salesforce**



## Email Verification

Verify email addresses in your CRM to keep communication flowing with your customers.

**CRM: Salesforce**



## User Management

Control who has access to DemandTools and which functionality they can use.

**CRM: Salesforce, Microsoft Dynamics 365**



Businesses run better and grow faster with trustworthy data. Tens of thousands of organizations rely on Validity solutions – including Everest, DemandTools, BriteVerify, Trust Assessments, and GridBuddy Cloud – to target, contact, engage, and retain customers effectively. Marketing, sales, and customer success teams worldwide trust Validity solutions to help them create smarter campaigns, generate leads, drive response, and increase revenue. For more information visit [validity.com](https://www.validity.com) and connect with us on [LinkedIn](#) and [Twitter](#).

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