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PI PeopleImport

Is your campaign data accurate?

PeopleImport provides streamlined duplicate prevention of incoming Salesforce data sets.

Are you...

Able to prevent importing duplicate or incomplete data sets into your Salesforce environment?

Able to import a large number of records, assign them to the right campaigns, and leverage Salesforce Lead assignment rules in a single process?

Able to rely on data routines that can be customized and saved for future use, guaranteeing consistent data processing and routing from every source?

Improving marketing effectiveness.

In short, PeopleImport is how you manage the cleanest customer lists - lists that enable you to get on target, stay on target, and sell more.

- Stop duplicates at the source with flexible and advanced matching algorithms

- Confidently execute imports with a preprocessing verification results grid

- Make accurate sales projections based on quality data

- Support data quality initiatives with proactive duplicate management

PeopleImport

Trust your sales support efforts.

Keeping your Salesforce database clean as you continually to add contacts and leads from tradeshow lists, marketing campaigns, or other lead generation activities is challenging to say the least. Validity PeopleImport gives you peace of mind with advanced filtering tools that perform multiple custom comparisons between incoming data and existing Salseforce data, allowing you to import new and update existing Leads, Contacts, and Accounts while simultaneously creating Campaign links and Tasks for all or a subset of records - in one process.

Trust what other CRM administrators say.

"PeopleImport has become an indispensable tool for our marketing staff. We use it both to add new contacts, as well as update and append contact information. It's saved us hours and hours of time."
- George H.

"PeopleImport allows me to import contacts from an external source and update contacts and campaigns in one process. Love love love this app!"
- Kristi B.

"It is a much-needed tool to ensure the quality of the data. I really cannot imagine what I would do without it."
- Gary K.

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Who we are

Based in Boston's Back Bay, Validity is a global leader in providing data quality solutions thousands of organizations worldwide trust to assess and manage their customer data. With proven products like data cleansing powerhouse DemandTools, BriteVerify email verification solutions, and Validity Trust Assessments for evaluating and improving Salesforce data, Validity empowers organizations with quality data that helps them drive revenue and growth. To learn more, visit www.validity.com and connect with us on LinkedIn and Twitter.

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TA TrustAssessments

DT DemandTools

BV BriteVerify

DB DupeBlocker

PI PeopleImport