validity connect

Make profitable connections

Successful sales and marketing campaigns rely on being able to connect with the right people, using the right message, at the right time. This requires data you can trust.

Validity Connect combines the #1 global data quality tool with a high-performance suite of solutions to put a data integrity powerhouse at your fingertips.

- Ensure mission-critical business decisions are based on more reliable data
- Positively impact operational productivity and efficiency
- Determine the accuracy of emails on demand
- Improve sales and marketing campaign results
- Foster better connections with customers

With **Validity Connect**, you can be confident your database is free of duplicates and inaccurate or missing data elements, and that email addresses and lists have been verified as real contacts.

Each component of **Validity Connect**—DemandTools, PeopleImport, DupeBlocker, and BriteVerify— works in harmony to not just purify and cleanse your data, but create an automated approach to trusting its continued integrity.

demand/tools

Cleanse, standardize, and compare records, verify email addresses on demand, and more.

people/import

Leading the industry in preventing duplicate records when importing massive lists or trade show contacts.

brite/verify

BriteVerify email verification ensures that an email address actually exists in real-time.

dupe/blocker

The only real-time integrated duplication blocker used by Salesforce administrators.

demand/tools
JobBuilder
salesforce

validity | Trust your data.

validity impact

Start with clean data; end with expected ROI

How clean is your data?

In today's data-driven business environment, data integrity is a competitive advantage and critical to an organization's success.
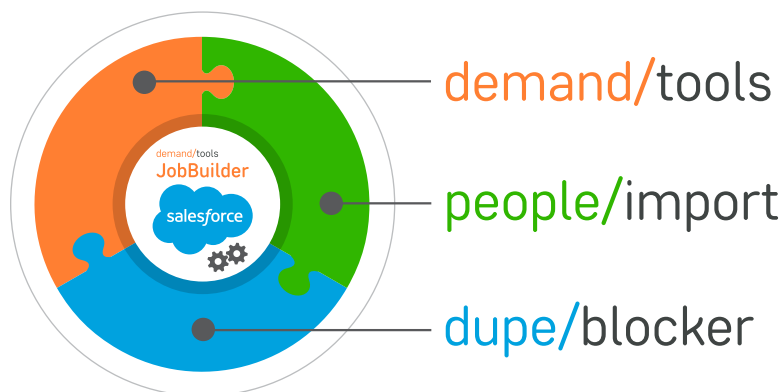
When you leverage **Validity Impact** to clean and maintain your Salesforce system, you employ solutions that ensure the completeness, consistency, and accuracy of the information it contains. The result is data every user can trust.

High quality data has the power to:

- Enhance productivity across departments
- Maximize sales opportunities
- Improve the effectiveness of marketing campaigns
- Increase customer engagement and satisfaction
- Drive overall business value

With **Validity Impact**, organizations gain confidence in the effectiveness of their marketing campaigns, the efficiencies of their sales teams, and the validity of their data-driven business decisions.

demand/tools ─ demand/tools JobBuilder salesforce

demand/tools — #1 tool for Salesforce data management - cleanse, standardize, and compare records on demand, and more.

people/import — Leading the industry in preventing duplicate records when importing massive lists or trade show contacts.

dupe/blocker — The only real-time integrated duplication blocker used by Salesforce administrators.

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Contact us today

(800) 961-8205
UK +44 (0) 118 403 2020
sales@validity.com
validity.com