

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

MAINTENANCE TOOLS

Solutions for data loading, data backup, and data manipulation

The #1 global data quality tool used by thousands of satisfied Salesforce administrators.

CLEANSING TOOLS

Solutions for identifying and merging duplicates, and flexible lead conversion

DISCOVERY TOOLS

Solutions for comparing external data to existing data before import and verifying email addresses on demand

dupe/blocker

CUSTOMIZABLE SCENARIOS

Choose from pre-built scenarios or create custom scenarios for standard and custom objects or cross-object comparison

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

DUPLICATE MANAGEMENT ACTIONS

Block, report, auto-merge or auto-convert duplicates based on scenario criteria and end user experience

ADVANCED FILTERS

Specify which records and users are affected by each scenario for complete duplicate control

people/import

DEFINE MAPPINGS

Import new and update existing Leads and Contacts in one process

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

COMPARISON CRITERIA

Perform multiple custom comparisons between incoming data and existing Salesforce data

CAMPAIGN AND TASK LINKS

Create Campaign links and Tasks for all records in the input file

brite/verify

REAL-TIME EMAIL VERIFICATION

Real-time APIs and tools ensure data entering your system is correct as a customer types

With real-time email verification, a misspelling is no longer a missed opportunity.

REAL-TIME LIST VERIFICATION

Ensure marketing lists are clean and valid before you send—drag and drop or integrate with ESP

TYP0 TRAP AND DISPOSABLE ADDRESS REMOVAL

Detect and remove disposable and typo trap domains



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