

 validity



**DemandTools**

# How clean is your data?

The **#1** data quality tool used by tens of thousands of satisfied Salesforce administrators worldwide.



💧 *We've been using DemandTools for a little over a year and it has become indispensable to us.*

- Nick G.

Are you...

**Able to rely on your data** for the most critical business decisions and strategic projections?

**Able to spot duplicate records** that may skew performance results?

**Able to identify incomplete or misleading data elements** that may negatively impact marketing and sales initiatives?

**Able to identify invalid emails in your database** that may take your focus away from real customers and real leads?

A Salesforce admin's best friend.

In today's data-driven world, you need clean and accurate data in real time, every time. That's what DemandTools gives you.

- ✓ **Strategic projections:** Truly rely on your data to make critical business decisions and projections
- ✓ **Accurate performance results:** Start with clean data, end with expected ROI
- ✓ **Better conversion:** Bolster lead conversion with robust, customizable tools
- ✓ **Unparalleled deduplication:** Find and merge duplicates with advanced matching algorithms and customizable merge techniques
- ✓ **Valid emails:** With the EmailConnect module, verify email addresses on Contacts and Leads in bulk



“ Makes mass updates, deduplication, and data normalization so much easier. Love it.

- Ryan G.

## Trust your data.

No organization is immune to dealing with the challenges of keeping their database clean of duplicates and incomplete information. Validity DemandTools is designed to work on even the most massive data sets, addressing data deduplication, normalization, standardization, comparison, and email verification, as well as import and export.

## Trust what other CRM administrators say.

“I couldn't imagine doing my job without DemandTools; it makes changes to Salesforce so easy to do!”

- Robin G.

“It's a real powerhouse. If you're trying to do something in Salesforce with data, whatever it is, DemandTools can probably help!”

- Matthew P.

“The applications of DemandTools are endless. We are astounded at the sheer power and usefulness of this tool in making our processes and data cleaner, more manageable, and completely reliable.”

- Trisha B.

“I rarely write reviews, but DemandTools has become such a critical part of my daily life in Salesforce, that I really cannot imagine what I would do without it.”

- Erik N.



## 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](http://www.validity.com) and connect with us on LinkedIn and Twitter.

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 **TrustAssessments**

 **DemandTools**

 **BriteVerify**

 **DupeBlocker**

 **PeopleImport**