



**DupeBlocker**

# Are you seeing double?

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



💧💧 *If you care about data quality, then you care about squashing duplicate leads, contacts, and accounts before they get into Salesforce data. DupeBlocker is the answer.*

- Nick E.

## Are you...

**Able to prevent duplicate records for standard and custom objects** in real-time?

**Able to identify duplicate records** created by tools integrated with Salesforce, like web-to-lead?

**Able to automatically manage duplicates** as users create and modify records?

## Keeping your data clean.

DupeBlocker is a real-time deduplication tool developed 100% on the Force.com platform and can be fully integrated into Salesforce. Use it to improve CRM data quality and enjoy an immediate return on investment.

- ✓ Stop and/or warn end users when they are entering duplicates
- ✓ Establish scenarios to auto-merge or auto-convert duplicates if desired
- ✓ Get deduplication across all objects, including Opportunity and custom objects
- ✓ Improve your sales and marketing campaigns with more accurate data and forecasts

💧💧 *Still the gold standard. DupeBlocker provides admins with the most control, reporting and best support of any deduplication product.*

- Luke C.

## Trust your decisions.

At a time when most companies are striving to improve the performance and efficiency of their marketing campaigns, eliminating duplicate records should be at the top of the 'to do' list. Why risk losing critical business relationships with clients and valued suppliers if you can solve this problem with Validity DupeBlocker?

## Trust what other CRM administrators say.

"DupeBlocker does what it says and does it well. Having a scheduled, daily audit report is a lifesaver, critical to our ability to stay on top of our data quality."

- Rick C.

"Stopping duplicates at the source is the only way to go! The great thing about this tool (like DemandTools and PeopleImport) is that every scenario can be customized and run against any field you want."

- Kamyar J.

"If you want to prevent your users from creating duplicate records, this is a must-have application."

- Jackie N.

"The built-in merge function is very robust and allows many more records to be merged at one time than the standard SFDC interface."

- Tom F.



## 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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