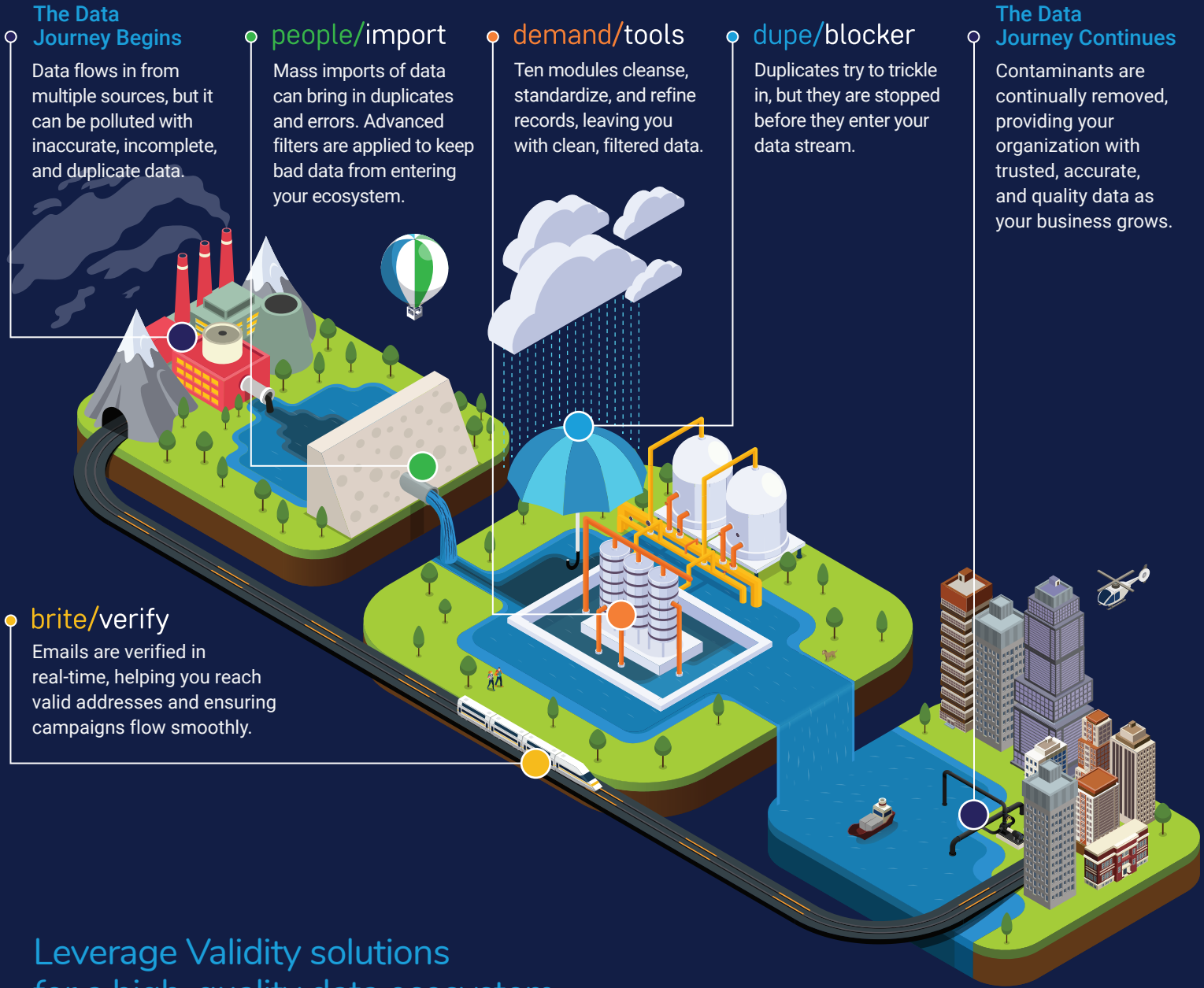# ▽ validity

THE DATA ECOSYSTEM

Providing clean, quality Salesforce data to your organization requires an ongoing, systematic approach to removing existing bad data and preventing future contaminants from getting through.

The Data Journey Begins

Data flows in from multiple sources, but it can be polluted with inaccurate, incomplete, and duplicate data.

people/import

Mass imports of data can bring in duplicates and errors. Advanced filters are applied to keep bad data from entering your ecosystem.

demand/tools

Ten modules cleanse, standardize, and refine records, leaving you with clean, filtered data.

dupe/blocker

Duplicates try to trickle in, but they are stopped before they enter your data stream.

The Data Journey Continues

Contaminants are continually removed, providing your organization with trusted, accurate, and quality data as your business grows.

brite/verify

Emails are verified in real-time, helping you reach valid addresses and ensuring campaigns flow smoothly.

Leverage Validity solutions for a high-quality data ecosystem.

Validity is a leading global provider of data integrity solutions that tens of thousands of organizations worldwide rely on to trust their data.

Products like DemandTools, DupeBlocker, PeopleImport, and BriteVerify empower organizations to make better decisions, drive more leads and revenue, and create exceptional customer experiences.

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