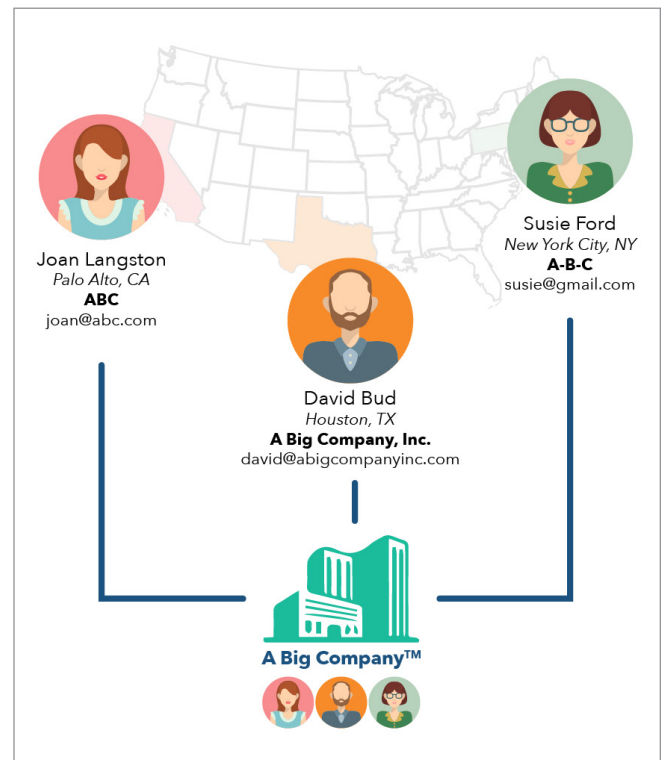## A Match Made In Salesforce

LeanData's lead management expertise is built upon a best-in-class fuzzy matching algorithm, connecting leads to accounts within a company's database. LeanData fuzzy matching is designed to look beneath the surface and match based on multiple fields beyond just basic email domains.

A Better View Of The Account-Based World

The LeanData view allows your sales and marketing teams to immediately see results from our matching algorithm.

- Avoid multiple reps calling into same prospects, which results in a poor customer experience
- Inside sales teams spend more time engaging prospects and less time on account research
- Easily identify customer upsell opportunities

95 percent accuracy where a match exists.

Tiebreakers

LeanData's fully customizable tiebreakers give you complete control over which account is the best match. This allows you to navigate complicated parent-child hierarchies as well as control for duplicate accounts.

Why LeanData?

Built upon the best-in-class matching technology, LeanData Engagement is the most simple, accurate, and actionable engagement analytics tool in the market.

LeanData provides the market's first Revenue Operations platform for accelerating revenue and growth in B2B. Standing at the center of Salesforce CRM, LeanData's family of solutions orchestrate and automate the go-to-market process to help revenue teams close more deals and drive more revenue, faster. Visit leandata.com to learn more about LeanData's revenue operations solutions for Lead-to-Account Matching, Routing, Engagement and Marketing Attribution. Or visit us on AppExchange.