Overview Guide: RingLead B2B Data Services

This guide provides an overview of the B2B Data Services provided by RingLead, which includes any or all of the following:

Data Standardization

Data standardization, also known as normalization, creates an enforced, organized and consistent environment for entering data into your CRM. Our database standardization services allow customers to define standards for the fields in their database and run batch processing to ensure standard values across their systems.

URL Fill

URL Fill utilizes company websites to source missing or outdated contact information. If we're provided with a data file that has the company URLs, we can execute profiling.

Source New Contacts

RingLead mines live web information in real-time, providing rich, timely data, called profiling. By building a statistical model based on explicitly found email addresses, the target title, and firmographic information, such as industry and company size, RingLead is able to fill in missing email addresses with a high degree of accuracy. For most list enhancement projects, profiling can uncover information that does not exist in any database.

Update Existing Contacts

Data will continue to change as people change roles, jobs and careers. Our data services team will ensure your contacts remain updated with fresh contact data sourced from the web, by appending your existing contact data. This includes titles, emails, phone numbers, addresses, social profiles, blogs and professional bios.

Update Existing Company Data

RingLead appends your existing company data by searching company web pages, news articles, directories, SEC filings, social networks, and more, to locate fresh and relevant contact data. We use intelligent web scraping and parsing technology to identify key personnel and their job titles, phone numbers, email addresses, social media accounts and much more.

Email Bounce Check

RingLead verifies email addresses easily, in order to recognize bounced emails in your list or database. We maintain a list of thousands of free email providers to ensure the right providers are excluded from your list.

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