

## Revitalizing Salesforce Data: How Funnl Enhanced Marketing and Sales Effectiveness for a Leading Data Integration Firm

**Client: Enterprise Data Integration and Management Solution Provider**

### Challenge

The client needed to clean and augment several years of existing Salesforce data to make it 'marketing and sales-ready.'

### Solution

Funnl was tasked with revitalizing the client's Salesforce data to enhance its utility for marketing and sales purposes.

#### **Data Audit**

Assessed the current state of the CRM database.

#### **Error Identification**

Detected inaccuracies or inconsistencies through thorough research.

#### **Verification & Correction**

Detected inaccuracies or inconsistencies through thorough research.

#### **Removal of Obsolete Data**

Deleted outdated or irrelevant records.

#### **Data Formatting**

Standardized data formats for consistency.

#### **Regular Updates**

Provided periodic maintenance to ensure the database remained current.

### Outcome

Funnl's dedicated efforts resulted in a meticulously clean, highly accurate, and consistently up-to-date Salesforce database, significantly enhancing the client's overall marketing and sales effectiveness.

This transformation empowered the client to make more informed decisions and execute targeted strategies with greater efficiency.

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