

Deduplication with Demandbase and Openprise

Data deduplication has a huge impact on data quality. It's often complex in execution, especially when records are distributed across multiple systems. Many point solutions only perform lead deduplication, or use simplistic deduplication logic, which leads to weak results. That's why you need a deduplication solution that's robust enough to handle even the most complex projects, but easy enough to use that your team is confident in their deduplication efforts.



Why is deduplication important?

Deduplication impacts many downstream marketing and sales processes, even though it's often considered an "in the weeds" project.

Skipping the dedupe process leads to:

- Contacting the same leads multiple times.
- Breaking your campaign attribution model.
- Creating conflicts in the channels.
- Encountering difficulty identifying your ideal customer profile.
- Running faulty ABM white space analysis.
- Clogging systems with multiple records and increasing costs.

Avoid these deduplication challenges with proper planning

It might be tempting to dedupe records without first putting a plan in place. But you risk running into these challenges:

- Performance issues due to "dirty" data
- Syncing issues between multiple systems
- Fragmented data ownership between marketing and sales
- Interference caused by data verification rules and other features

Dedupe data intelligently with Demandbase and Openprise

Demandbase (with Openprise) enables you to adopt a holistic approach to data quality, which includes cleansing, standardization, normalization, enrichment, segmentation, and deduplication.

Compared to other vendors, Demandbase (with Openprise) offers a mature solution that can deduplicate any type of record, leads, contacts, accounts, or custom objects. You can implement complex surviving logic that's tailored to your business, unlike the pre-built deduplication rules offered by other solutions.

You can test your dedupe logic and iterate in a safe environment because the Demandbase/Openprise solution resides outside of marketing and sales automation systems like Salesforce and Marketo.

Does your deduplication logic require data from other data sets? No need to deploy a separate data integration tool to pull everything together. Together

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Compare multiple disparate fields after normalization, for matching

Apply field-level updates to create best-case record

Reference editable business rules to determine if whole records

Route to editable app in parallel for root cause analytics and ad-hoc adjustments

with Openprise, Demandbase combines integration, cleansing, normalization, and deduplication capabilities to greatly simplify your dedupe project and save money you would otherwise spend on multiple tools. This is the advantage of consolidating your martech stack onto a single solution.

You'll also save time and money with automated bots that scan your salesforce automation and marketing automation solutions 24/7 to dedupe incoming and existing data, then automatically merge it using logic tailored to your business.

The last word comes from our customers

Armanino

Armanino is one of the top 25 largest independent accounting and business consulting firms in the US. The team at Armanino knew that everything starts with clean data.

They had a lot of duplicate data that made it difficult to get a clear view of customers and prospects. They started with cleansing, normalizing, and standardizing the data. The team then automated deduplication processes, including lead-to-lead, lead-to-contact, contact-to-contact, and account-to-account.

The Armanino team defined rules about which of the surviving records to use based on criteria such as the date a record was created, whether the record was created by a person or a system, and which records were most complete.

Armanino also uses Openprise for data enrichment, and, by performing deduplication first, saves money on enrichment data.

The team has automated all of their key processes, like data normalization, deduplication, lead-to-account matching, and enrichment to run at specific times to ensure that the trust in their data that the team established is maintained for years to come.

Okta

Okta lost thousands of dollars in database storage fees by maintaining duplicate records in Marketo and, more importantly, suffered a drop in productivity because multiple reps contacting the same leads stalled sales efforts.

The database contained several hundred thousand duplicates, but the complex business logic required to manage them made the dedupe process difficult.

Okta identified and merged 300,000 lead duplicates by deduplicating contacts, leads, and lead-to-contacts with Openprise. The Okta team found that giving sales better visibility into contact activity enabled them to create tailored follow-ups.



“Openprise was able to support that complex business logic without our team having to code anything.”

Jason Edgar,
Senior Marketing Operations Analyst,
Okta



“I’d worked with Openprise at my previous company, so when I got to Okta, rather than trying to integrate several point solutions, I knew the Openprise platform would grow with us, from automating data quality to orchestrating even more complex processes.”

Kat Nobles,
Senior Manager, Marketing Technology and Operations,
Okta

Demandbase is the Smarter GTM™ company for B2B brands. We help marketing and sales teams overcome the disruptive data and technology fragmentation that inhibits insight and forces them to spam their prospects.

To get more information or schedule a demo, visit openprisetech.com or contact us at (888) 810-7774.

About Openprise

The Openprise RevOps Automation Platform fuels company growth by automating hundreds of sales and marketing processes, helping RevOps teams realize the value promised from their RevTech investments. Openprise is a single, no-code platform that can help to simplify even the most complex RevTech stack. For more information, please visit www.openprisetech.com.

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