

Deduplication with the Openprise RevOps Data Automation Cloud

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.

Deduplication as a strategy, not a one-off tactic

Duplicate data is something that can negatively impact the execution of your entire marketing and sales GTM strategy, but, often, deduplication is only considered as a one-off project to fix a broken process or as a last resort when all else fails. A strategic approach addresses duplication at the systemic level, ensuring that fields are standardized, verification rules are rationalized and data is cleaned before being joined with your sales and marketing systems. By tackling deduplication holistically, you can eliminate the downstream problems, like contact fatigue, channel conflicts, broken attribution models, faulty white-space analyses, and inaccurate ideal customer profiles (ICPs) that can derail your GTM programs.

Dedupe data intelligently with Openprise

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

Openprise's mature solution can deduplicate any type of record, lead, contact, account, or custom object. 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 Openprise solution resides outside of marketing and sales automation systems like Salesforce and Marketo.

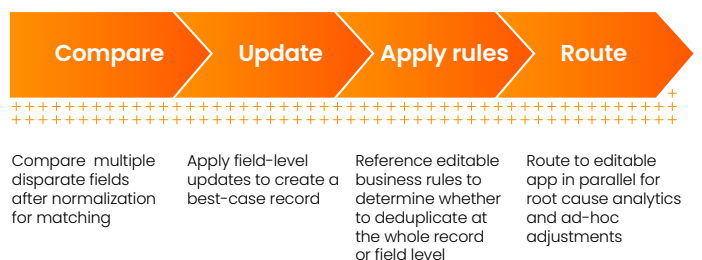


No additional data or vendors needed

Does your deduplication logic require data from other data sets? No need to deploy a separate data integration tool to pull everything together. Openprise comes out of the box with a rich set of comparison data. Openprise's combined integration, cleansing, normalization, and deduplication capabilities greatly simplify your dedupe project and saves money you would otherwise spend on multiple tools. This is the advantage of consolidating your RevTech 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.

Dedupe data intelligently with Openprise



Dedupe leads, contacts AND accounts

Openprise natively integrates with leading CRM and marketing automation platforms (MAP) like Salesforce, Microsoft Dynamics, Marketo, and Hubspot. This gives you the structural foundation to deduplicate your entire database, not just leads like the majority of point deduplication vendors, right out of the gate. Plus,

- take advantage of pre-built recipes that have best practices baked right in;
- easily tweak dedupe logic to tailor the deduplication process to your unique requirements;
- set and forget it -- Openprise consistently merges dupes, so there's no need to manually review.

Don't just flag duplicates; fix them

Unlike many third-party data providers that just flag duplicates, Openprise gives you a wide set of tools to fix them. Use our software to:

- instantly identify and dedupe records 24-7 - automatically;
- automate the process of deciding the surviving records based on your criteria (not ours) down to the field level;
- Immediately fix the problem by merging record information.

Apply as many approaches as needed

Duplicate data manifests itself in different and complex ways across your database, and a one-size-fits-all solution doesn't work for anyone. Openprise allows you to use as many criteria as needed and provides multiple matching methods, from simple lookup tables to more complex fuzzy matching algorithms, so you can tailor the approach to match each situation.

Replace the black box with complete transparency

It's your data, so we think you should have total visibility into how we identify and remove or merge your duplicate fields and records. Unlike black box solutions, Openprise's templates and recipes are completely transparent and give you the flexibility and controls to adjust and optimize their settings on the fly. Additional visibility and control are provided by:

- native connection to a custom app, for root cause analytics and ad-hoc adjustments;
- a secure sandbox for testing logic and results outside of your systems of record;
- ability to deduplicate any custom field or object in Salesforce, Marketo, Pardot, Eloqua, Dynamics 365, Hubspot, and Amazon Redshift.

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

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."

Senior Manager, Marketing Technology and Operations,
Okta

Ready to learn more?

[Schedule a demo with a deduplication solution specialist](#)

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About Openprise

Openprise is a leader in RevOps data automation, helping companies accelerate their funnel conversions and drive efficient revenue growth. We pioneered the first end-to-end, no-code RevOps Data Automation Cloud to enable even non-programmers to leverage customer data and automate processes, aligning marketing, sales, and customer success teams and their RevOps architecture to deliver on the promise of fast and efficient revenue growth. Revenue leaders from Clari, Zendesk, Zscaler, and Okta depend on us to increase conversions, accelerate funnel velocity, respond faster to changes in their market, and drive funnel transparency and predictable revenue. To learn more, visit www.openprisetech.com and follow us on [LinkedIn](#), [Twitter](#), and [Facebook](#).