RINGLEAD

SEGMENTATION

DID YOU KNOW?

Personalization is a proven method to delivering 8x the ROI on marketing spend.

In fact, *38% of marketers* say segmenting by **industry** is crucial to their demand gen strategy.

Group buyers based on industry, geography, persona, *or any field* to improve how you route, sell and market.

While personalization is widely accepted as a requirement for any successful sales or marketing campaign, most businesses struggle to bucket records based on relevant fields in a continuous, automated fashion.

RingLead Segmentation empowers businesses to create custom data segmentation rules based on their unique grouping logic. These rules work synergistically with other core RingLead features, such as Web Forms, List Import, and Normalization, to improve overall data quality, as well as sales and marketing activities like lead routing/assignment, territory planning, and email campaigns.

SEGMENT YOUR DATA TO:

- Improve how you route leads

- Drive opportunities

- Improve MQLs

- Fuel personalized marketing campaigns

- Enhance territory planning

- Execute call plans

- Accurately forecast and report by fields

RingLead Segmentation

Data segmentation is the process of grouping data together based on various parameters, such as location, age, or job title.

With RingLead Segmentation, you can easily create your own custom data segmentation rules for your data, and use them to create industry, geographical, persona or any other specialized grouping.

RingLead Segmentation allows for instant grouping of incoming records from Web Forms and List Imports, working in parallel with other RingLead features, such as Normalization and Route, to ensure your leads are always routed to the right rep, every time.

Segmentation also allows businesses to execute hyper-personalized marketing campaigns, territory planning, call plans, and other crucial sales and marketing activities.

♥ **Your Data**

Segmentation *works with*:

- **Duplicate Prevention**
  - List Import
  - Salesforce Web Submission
  - Marketo Web Submission
  - Pardot Web Submission (Salesforce Trigger)
- **Salesforce Batch Enrichment**
- **Marketo Batch Enrichment**
- **Normalization**

ABOUT RINGLEAD

RingLead is the only end-to-end data quality solution for modern, data-driven organizations to handle all of their data operations in a single unified platform.

With industry-leading cloud technology, RingLead seamlessly cleanses, protects, enriches, and routes the data inside of your CRM and marketing automation databases.

RingLead empowers organizations with stronger data to help them connect to customers and drive revenue from CRM and MAP investments.