DOTS
Lead Validation - US

Increase ROI on lead generation efforts and improve contact and conversion rates.

Our flagship service, Lead Validation – US cross-validates, corrects and scores every lead on over 130 key data points to help your business more accurately identify quality leads in US and Canada. Our industry-leading verification service focuses on five critical lead elements – Name, Address, Phone, Email and IP Address – while simultaneously validating and cross-validating each lead.

The service returns actionable Certainty and Quality scores that help your business quickly identify quality leads, enabling you to prevent bad leads from ever entering your CRM and marketing platforms.

How It Works

Cross-validates Over 130 Key Data Points

Cross-validates, corrects and scores over 130 key data points to help your business accurately identify quality leads.

Returns Actionable Confidence Score

Leads receive a comprehensive validation score from 0-100, supporting automated processes like lead routing and nurture campaign enrollment.

Customized To Your Needs

Validation can be tailored to the data points that your business collects. Custom weighted scoring provides insights and drives business rules.

Flags Fraudulent and Bogus Leads

Real-time API prevents costly fraudulent and bogus leads from entering your CRM and MAP, saving time and resources.

SERVICE OBJECTS VALIDATION ENGINE

Lead Details In

▼

Validated
Lead Details Out

Features and Benefits

Reduce Critical Errors in Your Leads

Lead Validation – US brings together five of our prime validation services to validate, correct and score the Name, Address, Phone, Email and IP of a lead's contact details.

Customized to Meet Your Needs

Lead Validation – US can be easily customized to validate any combiyour lead generation needs, whether your business is focused on generating B2B or B2C prospects.

Simple Integration with Leading CRM and Marketing Platforms

Lead Validation – US is easily integrated into leading CRM and Marketing platforms, including:

- Salesforce
- Adobe's Marketo Engage
- Microsoft Dynamics 365

This provides your sales and marketing teams with critical insights right in the applications they are working from.

24/7/365
Customer Support

99.999%
Uptime Guarantee

Dedicated
Support Engineers

ServiceObjects™
INSIGHT ON DEMAND
www.serviceobjects.com
1.805.963.1700 | 1.800.694.6269