DOTS
Lead Validation - International

Global lead verification increases your ROI on lead generations efforts for over 250 countries.

Lead Validation – International is at the heart of what we do best. Our flagship service cross-validates, corrects and scores every global lead on over 130 key data points to help your business more accurately identify quality leads. Our engine verifies and corrects Business Name, Contact Name, Address, Phone, Email and IP against hundreds of authoritative global data sources.

The service returns actionable Certainty and Quality scores that help quickly identify quality leads from around the world.

How It Works

Validates Key Data Points

Cross-validates, corrects and scores over 130 key data points to help your business accurately identify quality leads for over 250 countries.

Returns Actionable Quality & Confidence Scores

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

Customize Validation Scoring

Assign varying weights to validation points to create custom scoring to support specific use cases and business needs.

Flags Fraudulent and Bogus Leads

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

Revised: August 2022

SERVICE OBJECTS VALIDATION ENGINE

Lead Details In
▼

▼
Validated
Lead Details Out

Features and Benefits

Fix, Flag and Score

We fix the fixable, reveal the genuine and flag bogus leads.

Our industry-leading validation service validates, corrects and scores key data points: Business Name, Contact Name, Address, Phone, Email and IP, resulting in both individual and overall Quality and Certainty scores (0-100) that are used to eliminate bogus leads and elevate high-quality leads to the top of your sales team's funnel.

Customized to Meet Your Needs

Lead Validation – International can be easily customized to validate any combination of contact data points that your lead generation efforts capture and lead scoring can be custom weighted to best suit your needs.

Simple Integration with Leading CRM and Marketing Platforms

Lead Validation – International is easily integrated into leading CRM and Marketing platforms, like:

- 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