



Maximize the Value of Your Contact Data with Jigsaw Clean

Avoid Common Database Pitfalls

Before your sales and marketing teams can reach out to customers and prospects, they must look for contact data in your CRM database. Will they find the information they need? Incomplete contact records may limit their modes of communication. Dead records often result in unnecessary calls, undeliverable mail, and bounce-back emails—all of which waste time and money. Duplicate records clog databases and can lead to multiple versions of the truth.

Keeping your contact data clean is typically an expensive, time-consuming process—and your results will only be as good as the information in your CRM database. Your employees have better things to do than to verify thousands of contacts. You need a reliable way to keep your CRM data clean without putting a strain on your staff.

Easily Find and Fix Bad Contacts

Jigsaw Clean enables you to clean, manage, and grow your CRM database for greater sales and marketing efficiency. This subscription-based service saves you time by scanning your CRM database to find, flag, and delete dead and duplicate records. Using more than 7 million complete contacts as a reference, Jigsaw Clean appends your incomplete records with accurate data, making them more useful to you. In the process, Jigsaw also adds net new contacts to augment your database. With Jigsaw Clean, you continuously cleanse and enhance your data, backed by a Jigsaw online database that is maintained by a community of more than 400,000 members.

How Jigsaw Clean Works

Jigsaw Clean increases the value of your contact data by periodically scanning and scrubbing your CRM database in three easy steps:

- Step 1:** Jigsaw Clean analyzes your data for quality and completeness, and then identifies records that could be matchable by name, title, company, direct dial phone number, or email address.
- Step 2:** Jigsaw Clean compares all matchable records to the Jigsaw database and counts the matches.
- Step 3:** Jigsaw Clean appends incomplete records and removes all dead or duplicate records.

During this process, Jigsaw Clean might enhance an incomplete contact record by updating a contact's title and then adding a business address and direct-dial business phone. When Jigsaw encounters a contact that matches a graveyarded record, it will notify you so that you avoid wasting time trying to contact this person. And when Jigsaw finds duplicate records, it will eliminate all but one accurate copy, preventing you from developing multiple versions of the truth.

Increase the Return on Your Database Investment

CRM databases typically present sales and marketing managers with a tough choice: they can spend considerable time and money maintaining contact data, or cut corners and risk decreasing the value of an important asset.

Jigsaw Clean solves this dilemma by giving you the fastest, most accurate way of maintaining the accuracy of your contacts. As Jigsaw scans your database, it often uncovers “buried treasure”—valuable sales and marketing leads that previously didn't contain enough information to be useful. By using this data in your next campaign, you can reduce your need to purchase more contacts.



Minimize Returned Mail and Bounced Email

Every marketing professional's worst nightmare is to develop a brilliant campaign, send it out to contacts from the CRM database—and then watch hundreds of envelopes and emails return as undeliverable. Each returned direct mail piece represents \$1 to \$3 in waste.

Jigsaw Clean reduces the expense of returned direct mail and bounced emails by flagging your dead records. With 800,000 graveyard records in its database, Jigsaw helps you positively identify your dead records. You gain greater assurance that your campaigns will reach decision-makers—not dead-ends.

In addition, Jigsaw Clean appends useful information to your contacts, increasing your ability to run multi-channel marketing campaigns. After Jigsaw provides you with missing email addresses, business addresses, and business phone numbers, your marketing staff can reach out to prospects through multiple modes of communication to increase the chances of a successful contact.

Free Your Sales Reps to Focus on Selling

Sifting through dead, duplicate, and incomplete records can kill your sales organization's desire to use your CRM database. Meanwhile, your best prospects go unreached.

Jigsaw Clean corrects and appends your data to ensure that your sales people have a phone number and email address for every contact. Using this complete information, sales reps can segment and target their contacts by title and geography, allowing them to penetrate their territories more quickly. Meanwhile, they spend less time "data digging" and more time generating new leads.

Fit Clean Data into Your Budget

Because data cleansing needs vary widely from one company to the next, Jigsaw Clean offers a flexible pricing structure that's based on your total number of records. If you purchase a yearly subscription, Jigsaw will not only address incorrect, incomplete, duplicate, and dead records, but also clean and manage any new records you add for 12 months. You may also choose to purchase individual cleanings as needed. In either case, Jigsaw recommends that you clean your data at least once per quarter.

Learn More Today

Your sales and marketing teams should spend their time communicating with prospects and customers—not digging through dead records. Give them the clean CRM database they need, and eliminate hours of tedious maintenance. To find out more about Jigsaw Clean, contact Jigsaw at (877) 544-7299 or visit www.jigsaw.com.

About Jigsaw

Jigsaw is an online directory of business contact and company information, which is built, maintained, and accessed by its global community of more than 400,000 members. Jigsaw provides low-cost, easy access to high-value business information that can be used to identify key decision makers and people for purposes such as sales, marketing, customer service, and recruiting. For more information, visit www.jigsaw.com.



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