

Informatica Cloud Customer 360 for Salesforce® – Now with Data as a Service

Verify Contact Records in Salesforce with Informatica Cloud Customer 360 and Integrated Data as a Service

Contact records enter Salesforce from various sources, but bad data is costly, and leaves you unable to communicate with your customers. Eliminate invalid and duplicate information as it enters Salesforce – before you ever use it.

Data as a Service gives you data quality confidence so you can reliably communicate with prospects and customers.



Ensure Your Emails Make it to the Recipient's Inbox

Proactively reduce the risk of poorly-performing campaigns and lost sales due to a high bounce rate and low deliverability. With more than 10 years of investment and development, Email Verification Plus Hygiene is a powerful solution that ensures email addresses are valid and safe to send to, detecting any malicious email threats.

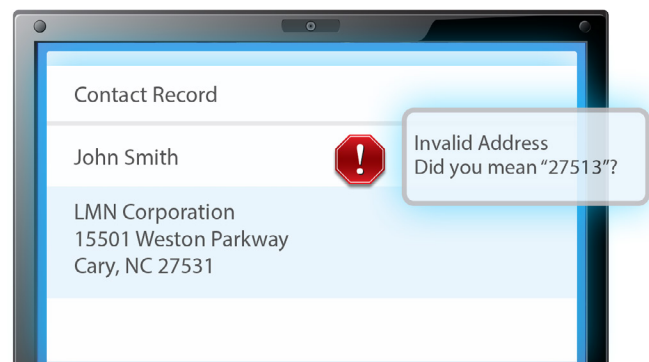


Do invalid and malicious email addresses impact the success of your campaigns and connect rates?

Improve Delivery Rates and Direct Mail Performance with Accurate Addresses

Poor address quality is expensive, leading to failed deliveries, broken promises, and inaccurate databases. Validate your customers' mailing addresses - before you ship to them. Save time by automatically populating a mailing address as you input the data with the integrated type-ahead feature enabled.

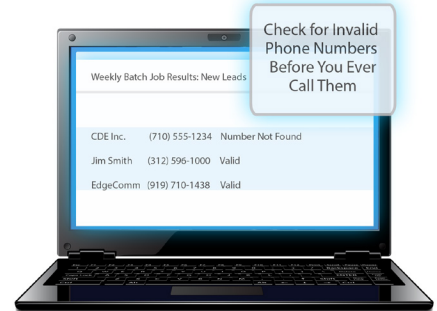
Are incomplete or incorrect addresses increasing your shipping costs?



Get the Most Out of Your Customer Phone Records with Valid, Real-Time Data

Do you know if your worldwide customer phone numbers are valid and ready to use?

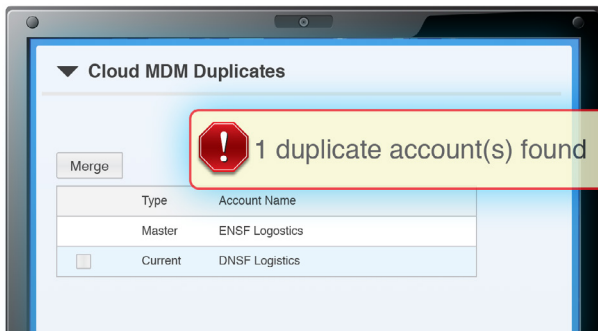
By having Phone Number Validation integrated into Cloud Customer 360 for Salesforce, you can quickly detect inaccurate phone numbers for customers throughout the world. Our Phone Number Validation service will verify the accuracy of telephone numbers in over 240 countries and territories, so that you never waste your time with an inaccurate phone number again.



Ensure the Validity and Integrity of Your Customer Records with Integrated Data Quality

Cloud Customer 360 for Salesforce automatically detects and corrects erroneous and duplicated data while validating contact and address information. These steps are also repeated at point of entry using Cloud Customer 360's automated search and enrichment capability, to help marketing maximize lead gen ROI and sales follow CRM best practices.

Are your problems with poor data quality leading to reduced conversions, poor forecasting and low marketing ROI?



Go to www.informatica.com/products/data-quality/data-as-a-service.html to learn more.

Informatica Data as a Service Clients Include:



About Informatica

Informatica is a leading independent software provider focused on delivering transformative innovation for the future of all things data. For more information, call 1.888.562.3920 in the U.S., or visit www.informatica.com

Worldwide Headquarters, 2100 Seaport Blvd, Redwood City, CA 94063, USA Phone: 650.385.5000 Fax: 650.385.5500
Toll-free in the US: 1.800.653.3871 informatica.com [linkedin.com/company/informatica](https://www.linkedin.com/company/informatica) twitter.com/InformaticaCorp

© 2015 Informatica LLC. All rights reserved. Informatica® and Put potential to work™ are trademarks or registered trademarks of Informatica in the United States and in jurisdictions throughout the world. All other company and product names may be trade names or trademarks.

