



VERIFY CUSTOMER STORIES:



Liongard, an IT Service Automation company with 8,248% growth over past 2 years had a data dilemma.

In 2020, Liongard had two major pain points: First, lack of alignment between HubSpot system and Salesforce was creating different contacts and accounts in both systems based off of a bad native integration. Secondly, they do a lot of list loads in HubSpot and wanted to ensure the cleanliness of those contacts.

Revenue Operations Intelligence is the answer...

After learning the problems they were facing Verify offered a solution. Instead of continuing to move forward with manual list loads and unreliable data, teams would be able to utilize Verify to expedite and automate this process through an automatic collection and connection of new or changed records. In addition, leads with dirty data surfaced through the Verify UI may need to be cleaned before moving to the sales team.

Welcome relief from Verify

Verify set out to create alignment between the two systems, passing through information, in real time, to keep both marketing and sales apprised of activity transpiring in each application. Configurable mappings also help to provide additional information not found in a dumb native integration, allowing for fields created for specific purposes to match between both systems. The ability to filter records based off of specific criteria is also helpful in determining which records should be qualified to move, based off of field information like lead scoring.

“ Time to value is critical for any successful software adoption plan. I am here to tell you that the Verify team executed quickly and efficiently to help us achieve a fast time to value. Within days we were live and seeing how we could then continue to optimize our partnership with Verify. Thanks Verify team!

- Miluse Vejdani, Director of Demand Generation

The bottom line

Through the connection, visualization, and guaranteed delivery of this valuable data, sales and marketing teams are now in sync. With data automation in place they can now focus on marketing's impact on revenue and creating a faster time to revenue by expanding into the Verify offering with Revenue Analytics.