RingCentral

"Deliverability is our main reason for using Informatica Data as a Service, because keeping your sender score up as high as possible is important when you are dealing with a high volume of email each week. Using Email Verification Plus Hygiene gets you in the comfort zone and away from the gray zone, where you could potentially be blacklisted."

- Brian Chiosi, Marketing Systems Lead

Business Needs

- Establish RingCentral as the leading provider of business communications with the most innovative, cost-effective, and cutting edge technology options.

- Build and strengthen timely customer engagement from initial outreach and lead nurturing through purchase decision and up-sell campaigns.

- Rely on data to effectively communicate to existing customers and prospects through RingCentral's multiple email communications channels.

Challenges

- Ensure accurate email address contacts to avoid blacklisting and deliverability issues.

- Protect IP addresses from being jeopardized by high bounce rates or malicious email addresses.

- Raise its sender score to stay on target with marketing and overall business goals.

- Implement a cloud-based, real-time solution across RingCentral's custom lead engine and existing marketing technologies to ensure that email addresses are accurate.

Solution and Results

- Increased sender score to 96—versus the 90-92 range or below—which reduced email blacklist risk and overall risk to the business.

- Improved email verification and cleansing by first passing all net-new lead sources through RingCentral's Marketo marketing automation platform and then through a single gateway that syncs leads to the company's Salesforce.com CRM.

Overview:

RingCentral is a cloud-based provider of innovative call management, phone number services and online conferencing services. RingCentral helps enterprises reduce management time and costs through its complete business communications systems including integration across mobile devices, business applications and workflow management programs.

- Eliminated the need to cleanse emails a second time which has provided more reliable data for sales, as well as higher email campaign performance for marketing with a minimum number of bounces.

- Enhanced marketing effectiveness though measuring data quality arriving from different channels and assessing various points of origin for leads.

- Gained the ability to capture valid email addresses at point of acquisition, which has dramatically improved RingCentral's proficiency among its peers in effectively reaching its prospects and customers.

Inside the Solution

- Informatica Email Verification Plus Hygiene

- Informatica Data as a Service

 Informatica™