

AI-Powered Salesforce Enrichment Orchestration

available on
AgentExchangeAverage rating
★★★★★

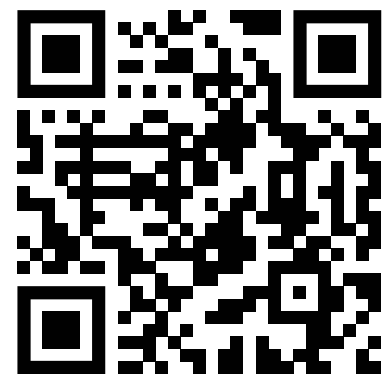
Enrich Salesforce Records Without Sacrificing Data Quality

Use natural language to orchestrate enrichment workflows using the data providers you already trust. Define enrichment rules, automate updates, and maintain clean, complete, and accurate Salesforce records.

- ✓ **Use Your Preferred Data Providers**
Leverage existing relationships with providers such as ZoomInfo, Dun & Bradstreet and Apollo and to enrich Salesforce records with trusted data.
- ✓ **Enrichment Actions with AI**
Use natural language to guide enrichment activities without complex configuration or manual processes.
- ✓ **Control How Enrichment Happens**
Define when enrichment occurs, which records are updated, and which fields should be populated or protected.
- ✓ **Maintain Data Quality**
Ensure enriched records remain standardized, verified, and free from duplicate-driven chaos.
- ✓ **Improve Sales and Marketing Performance**
Provide teams with more complete customer and prospect information to improve targeting, segmentation, and engagement.
- ✓ **Build an AI-Ready CRM**
Create a stronger foundation for analytics, automation, AI agents, and reporting with trusted Salesforce data.

PRICING

Select or customize the plan that best fits your needs.

www.datagroomr.com/pricing

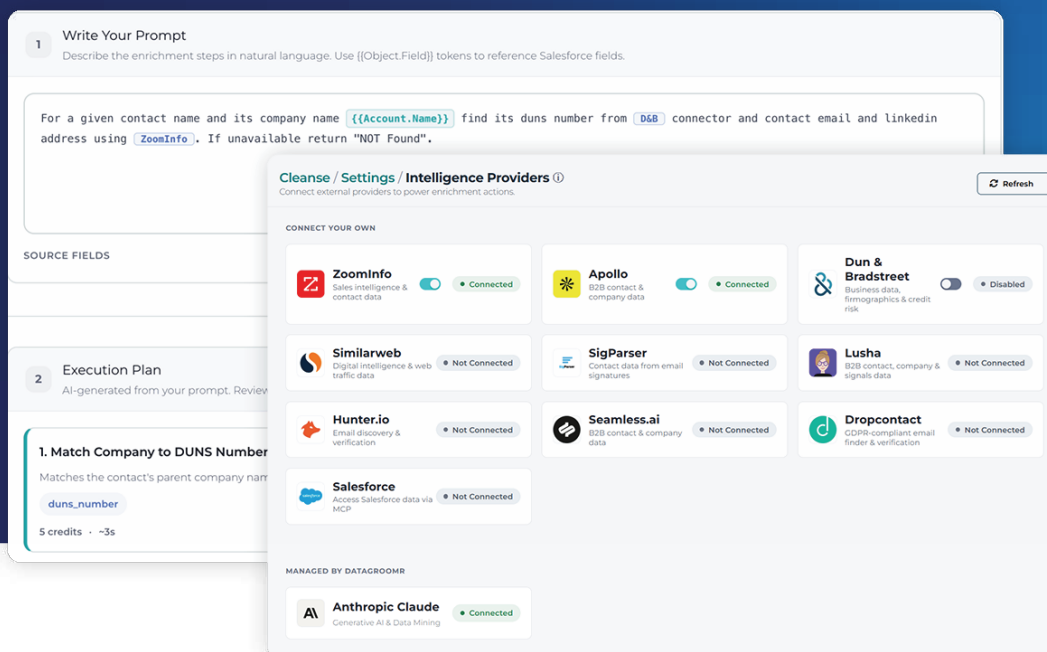
Why DataGroomr

Most enrichment solutions focus on adding data.

DataGroomr helps organizations control, orchestrate, and govern how enrichment occurs while maintaining overall data quality.

By combining enrichment, cleansing, verification, deduplication, and automation in a single Salesforce-native platform, DataGroomr helps ensure enriched records remain accurate, consistent, and trusted.

- + Complete missing account and contact information
- + Improve prospect and lead quality
- + Enhance customer profiles
- + Support account-based marketing initiatives
- + Improve segmentation and personalization
- + Prepare Salesforce data for AI initiatives
- + Maintain trusted CRM data at scale



Watch
AI-powered
Salesforce
enrichment
in action!



youtu.be/LfBcFfcLh9U

Core DataGroomr Platform Capabilities

ASSESS

Measure and score data quality to identify issues and prioritize cleanup.

DEDUPE

Prevent duplicate records and maintain a trusted customer database.

CLEANSE

Standardize and normalize enriched data to improve consistency and usability.

ENRICH

Enhance Salesforce records using trusted third-party data providers and AI-driven orchestration.

VERIFY

Verify email addresses, phone numbers, mailing addresses, and website URLs.

IMPORT

Review, update, and improve records during import processes.