

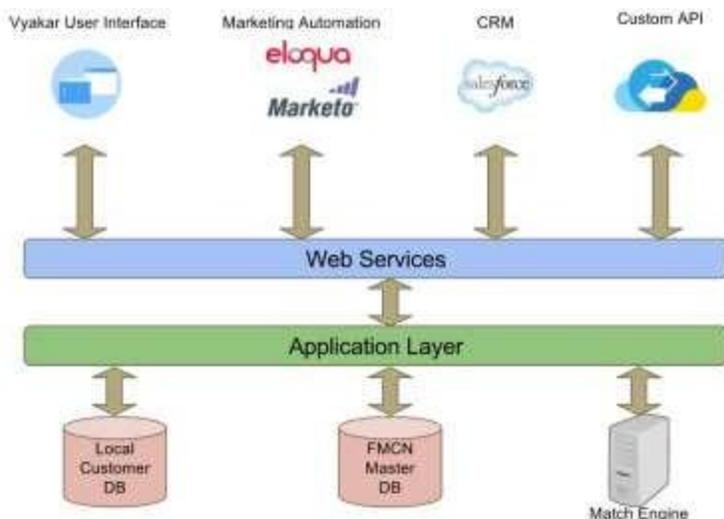
DATA SHEET

FUZZY MATCH AS SERVICE

Do you want to give your business the edge over others? LeadAngel's Lead to Account matching as a service offers performance and flexibility for corporations to be able to deploy custom Lead Management Solutions. The real-time match result service is accessible via API. It is also possible to create custom API depending on specific deployment requirements. Don't let a canned lead routing approach dictate the way you manage information and deal with clients; make sure you have the best the industry has to offer.

What exactly is fuzzy matching? It's a method that provides an improved ability to process word-based matching queries to search for phrases or sentences that match it from a database. If no exact matches for a sentence or phrase are found then fuzzy matching can be applied. In fuzzy matching, an attempt will be made to find a match above the threshold matching percentage set by the application, although not quite 100 percent.

Over the years, LeadAngel has developed a fuzzy match algorithm consisting of over tens of thousands of rules and data points. Here are some items taken into account:



MATCH RULES

EMAIL AND WEB DOMAIN

A business or establishment can have more than one email domain variations. Our algorithm ties the web domain to email domain, and ultimately to the corporation.

COMPANY SUFFIXES

Suffixes like "&" and "AND", "AT" and "@" sometimes make a search more complicated, or even lead to the showing of different results. LeadAngel eliminates and handles these characters in such a way that you don't have to worry about them skewing a search.

SPECIAL CHARACTERS

Character like the acute (´) in café, the grave (`) like in à propos, the circumflex (^) like in tête-à-tête, the tilde (~) like in niño, the umlaut (¨) like in führer, and the cedilla (¸) like in façade may not be common in the English

language, but be prepared to find them if you want to deal with foreign companies. Again, these can negatively affect search results. Match rules can be set to ignore them.

ACRONYMS

Is AOL the same as America Online? Yes, it is. Does the STP of that big oil company mean Scientifically Treated Petroleum? Yes, they do. LeadAngel match algorithm will be able to tell if the name of a company and its acronym are the same.

POPULAR NAMES

Not all famous companies are known as how they are today. Did you know that Sound of Music is now known as Best Buy? Or that Research in Motion is now called Blackberry? Or that Blue Ribbon Sports is now called Nike? Our algorithm will know the old names and new names of companies.

GEO SENSITIVE MATCH

LeadAngel algorithm is built to match with geographically closer account when more than one location are available for same account. Unless you specify otherwise, the system is that flexible.

MERGERS AND ACQUISITIONS

Some companies may now be known by other names following mergers and acquisitions. LeadAngel’s inhouse mergers and acquisition data helps match these companies.

CUSTOM RULES

Do you want a tighter search that will yield only fewer but more accurate results or do you want to cast a wider net when searching for some keywords and phrases? The algorithm can be altered to suit your preferences. Moreover, you can create custom “Always Match” and “Never Match” lists to further fine tune your match.

MATCH PREFERENCE

You can select the acceptance level to fuzzy match accounts as appropriate for your business purposes:

- Level 1: Strict Match, Suffixes, Special Characters, Web Domain, Custom Rules
- Level 2: Level 1 + Popular Names and Acronyms
- Level 3: Level 2 + Mergers and Acquisition

MANUAL RESOLUTION

Though the lead to account matching is automated, but human authority can step in or override it anytime. You can periodically review the match results, flag the matched records and automatically apply these to future matches



PERFORMANCE

Match Rate – Our system is configured to match 1,600 records per second against target accounts.

Target Account Refresh – This takes place every 10 minutes after initial load after being integrated with SFDC. Otherwise it resorts to manual refresh



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