# LeanData

INTELLIGENT MATCHING

The Data Foundation GTM Teams Can Trust

LeanData Matching creates a reliable data layer inside Salesforce by mapping buying signals and uncovering object relationships through AI-powered fuzzy logic, deterministic fields, and flexible configuration.

A Matching Engine Built for Real Salesforce Data

LeanData evaluates several Salesforce fields simultaneously, including company name, email, website, address, and phone, and applies fuzzy logic to interpret natural variations that occur as data enters Salesforce.
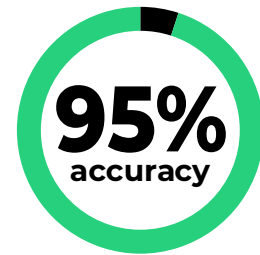
95% accuracy

When a match exists, the engine achieves **95 percent accuracy** and uses configurable filters and tie-breakers to determine the best match for your environment.

AI That Strengthens Inputs and Clarifies Logic

LLM-Driven Title Normalization

LeanData uses AI to normalize and standardize job titles, remove punctuation, expand abbreviations, and infer personas and job levels.

Data Hygiene & Full Buyer Context

LeanData's intelligent matching engine automates data governance by enhancing every lead with matched data, delivering a holistic view of every buyer and ensuring data stays clean from the moment it enters Salesforce.

Audit Log Summaries

AI-generated audit summaries help teams quickly understand why a lead or contact matched or routed in a particular way, reducing time spent reviewing logs or reconstructing decision paths.

Using the Fields Your Business Actually Trusts

LeanData makes it easy to configure match settings that are fully customized to your unique business logic and needs. Not every organization relies on Salesforce's standard company, email, website, address, or phone fields as their primary source of truth. Many teams use enriched fields, cleaned fields, or custom fields that contain more reliable data.

LeanData supports this by allowing administrators to **add these custom or enriched fields to the matching process**. This means the matching engine can evaluate:

➜ Your standard Salesforce fields, **and**

➜ Any additional fields you choose to include

When multiple fields could drive a match, LeanData uses your custom tie-breaker rules to determine which fields should be trusted first – allowing you to identify the most accurate match every time.

> "Since implementing LeanData, conversion rates have improved significantly due to faster lead routing and better account matching."
>
> **Marketing Automation Manager**
> Industrial Company

Human Oversight with Machine Efficiency

LeanData's matching framework is built to be transparent and editable:

➜ **Editable AI outputs** allow administrators to correct or refine summaries.

➜ **Masked data protection** ensures sensitive customer information is obscured before being sent to LLMs.

➜ **Clear field evaluation** shows which fields were used, standard, alternate, or special, and how each influenced the match result.

A Stable Core for Intelligent GTM Orchestration

LeanData Matching provides a single, unified, and integrated intelligent matching engine that brings together:

➜ AI-powered fuzzy matching

➜ Support for alternate and deterministic fields

➜ Segment-aware match logic

➜ LLM-based normalization and interpretability

➜ Transparent, editable data governance

LeanData creates the reliable data foundation needed for accurate GTM orchestration that modern revenue teams depend on to fuel efficient growth.

MATCH WITH CONFIDENCE.
EXECUTE WITH CLARITY.

LEARN MORE