






# Transform Your CRM Data. Drive Better Decisions. Grow Revenue.

## AI-Powered Data Matching for Cleaner, Smarter CRM

Inconsistent, duplicate, and incomplete data holds your CRM back. Interzoid's Generative-AI powered Data Matching Solution unifies and enriches your data so you can build stronger customer relationships, run more accurate reports, and drive faster business growth.

### THE DATA PROBLEM IN CRM

CRM databases are filled with duplicate contacts, inconsistent spelling, missing information, and formatting variations. These data quality issues lead to:

-  Incomplete customer views and fragmented relationship history
-  Embarrassing and conflicting outreach from duplicate records
-  Inaccurate reporting and unreliable analytics
-  Poor campaign targeting and wasted marketing spend
-  Lost opportunities and revenue leakage

### EXAMPLE: SAME CONTACT, DIFFERENT RECORDS

	Acme Corporation John Smith	j.smith@acme.com (312) 555-1234
	ACME Corp. Jon Smith	jsmith@acmecorp.com 312-555-1234
	Acme Corp Johnathan Smith	john.smith@acme.com (312)555.1234
	Acme Corporation J. Smith	john_smith@acme.com 312 555 1234

**Multiple records. One customer. Lost value.**

### THE INTERZOID SOLUTION

Interzoid uses Generative AI, Machine Learning, and advanced algorithms to match, unify, and enrich your CRM data.



#### 1. ANALYZE

Run data quality and inconsistency reports to identify duplicates, gaps, and issues.



#### 2. MATCH & UNIFY

Generate similarity keys and match records to eliminate duplicates and consolidate data.



#### 3. PREVENT

Use Interzoid Matching APIs to prevent future inconsistencies at the point of entry.



#### 4. ENRICH

Enhance customer profiles with firmographic, contact, and third-party data for more insight.

#### DEPLOY YOUR WAY



Cloud APIs  
Per-call usage



Cloud Data Connect  
Batch / Dataset  
Processing



Snowflake Native App  
Run entirely in the  
Snowflake Data Cloud  
using SQL

### KEY OUTCOMES FOR YOUR CRM



#### MORE ACCURATE REPORTING

Reliable, trustworthy data for better analytics and smarter decisions.



#### ELIMINATE DUPLICATE CONTACTS

One record per customer for a complete, unified view.



#### CONSOLIDATE YOUR CRM

Clean, consistent data across all systems and channels.



#### MAXIMIZE CRM DATA FEEDS

Higher quality data feeds to downstream systems, reports, and dashboards.



#### ENRICH DATA FOR HIGHER SALES

Richer customer profiles drive better conversations and more opportunities.



#### IMPROVE MARKETING EFFECTIVENESS

Better targeting, personalization, and campaign performance with accurate data.



### Better Data. Better Relationships. Better Results.

Interzoid helps you turn messy CRM data into a strategic advantage. Clean, unified, enriched data fuels growth across your entire organization.



Ready to transform your CRM data?

Visit [interzoid.com](https://interzoid.com) to learn more.