snapADDY announces snapADDY DataQuality on Salesforce AppExchange, the World's Leading Enterprise Cloud Marketplace

snapADDY's customers now benefit from smart functions to conveniently improve data quality directly within Salesforce.

Würzburg, Monday, December the 6th, 2021 – snapADDY announced the launch of **snapADDY DataQuality** on Salesforce AppExchange, empowering customers to conveniently capture and enrich contact data from various sources. Salesforce users benefit from the integration of both software solutions in a common user interface. With a host of smart functions right at the user's fingertips, the quality of contact information can be increased significantly without much user effort.

Integrated directly with Salesforce, **snapADDY DataQuality** is currently available on AppExchange at https://appexchange.salesforce.com/appxListingDetail?listingId=a0N3000000Dpr8QEAR

snapADDY DataQuality
The smart application supports sales, marketing, and CRM managers with targeted and fast enrichment of contact information from a wide variety of online sources directly within Salesforce. In addition, incoming emails are automatically checked for contact information, which is then transferred to the CRM system. Using the DataQuality features, users can both update existing data records and create new records with high-quality information.

snapADDY DataQuality is now directly integrated in the Salesforce user interface enabling users to create and update leads, contacts, and other records. In addition, the full DataQuality interface can be used in an individual tab within Salesforce. Both ways, customers do not have to leave their CRM to enter and update contact data.

Comments on the News
- "We are proud to be part of the Salesforce AppExchange now," said Jochen Seelig, CEO of snapADDY GmbH. Jochen Seelig also explained: "The collaboration with Salesforce was the next logical step for our international expansion. We are thereby decisively improving the acceptance and visibility of our product."
- "snapADDY DataQuality is a welcome addition to AppExchange, as they power digital transformation for customers by automating data acquisition and maintenance," said Woodson Martin, GM of Salesforce AppExchange. "AppExchange is constantly evolving to connect customers with the right apps and experts for their business needs."

About Salesforce AppExchange
Salesforce AppExchange, the world's leading enterprise cloud marketplace, empowers companies, developers and entrepreneurs to build, market and grow in entirely new ways. With more than 6,000 listings, 9 million customer installs and 117,000 peer reviews, AppExchange connects customers of all sizes and across industries to ready-to-install or customizable apps and Salesforce-certified consultants to solve any business challenge.

Additional Resources
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About snapADDY GmbH
snapADDY is one of the leading software providers in the field of automated contact capture and eliminates time-consuming and manual processes in marketing and sales. With intelligent applications supporting digital capture, enrichment and maintenance of leads and contacts in customer relationship systems (CRM), the company offers various solutions. With the help of artificial intelligence, snapADDY DataQuality recognizes data from a wide variety of sources so that the right contact person can be found quickly and data gaps in the CRM can be closed. Trade show and sales activities are supported by the snapADDY VisitReport app. Tailored to individual requirements, the application digitizes lead capture holistically from contact data to notes to follow-up and ultimately into the CRM system. The snapADDY CardScanner digitizes business cards free of charge with the best capture rate worldwide.
Founded in 2015 as a startup, the company now employs over 60 people in Würzburg/Germany and France and is expanding internationally. The products can be connected to all common CRM systems such as Salesforce, Microsoft Dynamics and SAP Sales Cloud. Its customer base includes more than 1,500 companies, including several renowned DAX-listed corporations.

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