



# Symphonic Source Updates Cloudingo™ Adds Dedupe Support for Marketo®

*Dedupe and Data Quality Platform Now Includes Support for Leading Enterprise-Class Marketing Automation Platform*

DALLAS, TX, USA, August 25, 2016 /EINPresswire.com/ -- Symphonic Source today announced an update to its leading cloud-based [Salesforce](#) deduplication application, [Cloudingo](#). Symphonic Source has added support for deduplication of data synched to Salesforce from the leading marketing automation platform, [Marketo](#). The new feature, part of Symphonic Source's recently announced enterprise license tier, is the latest enhancement to Cloudingo's integration API. The new version is available now on salesforce.com's AppExchange and Marketo's LaunchPoint. Cloudingo provides data cleansing and deduplication of Salesforce and Marketo records, including data maintenance features like mass update or delete, and address validation and standardization.

Cloudingo's support for Marketo is designed to prevent the creation of new duplicate records in Salesforce when pushed from the Marketo platform. When a new record is created in Marketo, the Cloudingo webhook checks the record against those in the Salesforce org based on user-defined filters and field value matches. Instead of creating duplicates, existing records can be updated while unique records get inserted into Salesforce. Any duplicates that may exist in Salesforce can be merged and synched back to Marketo, keeping both systems aligned. Cloudingo further adds flexibility to Marketo's default lead score handling—marketers are no longer limited to summing the scores of merged records, but instead can now choose to preserve the score of the master record. Addresses of records coming from Marketo can be validated and standardized, and account data can be appended to Marketo from Salesforce.

"As a marketer, it would be impossible to overestimate the importance of clean, quality data," said Courtney Schexnayder, Senior Marketing and Digital Media Manager at Symphonic Source. "When you're using two systems, a CRM like Salesforce and a marketing automation platform like Marketo, to manage your marketing and lead generation, it is critical the two can work in tandem. There is a significant financial, legal, and reputational cost to bad, duplicated data. I am proud to say our development team has provided us with a way to solve the problem and control those costs."

Cloudingo is Symphonic Source's flagship application, and a leading dedupe and data quality resource for Salesforce users. Its availability on the Salesforce AppExchange and Marketo's LaunchPoint means it is easily installed in a Salesforce org with no software to download or maintain, and easily connected to the Cloudingo web portal.

## About Symphonic Source

Symphonic Source, Inc. delivers a full range of data management and data quality tools and services, from data cleansing, and integration, to deduplication, enabling users to realize the full potential of cloud-based and service-oriented architectures (SOA). Its mission is to provide customers with resources to manage the exponential growth in data, saving time and money and adding efficiency. Symphonic Source's data quality products, Cloudingo, DupeCatcher, and Cloudingo Studio make it possible to eliminate and prevent duplicates and manage data in the Salesforce database. Its

customized data management services make it possible for small to enterprise level organizations to fully take advantage of their investment in valuable data resources. The company is privately-held with offices in Dallas, Texas. For more information, visit <http://www.symphonicsource.com> or call 972-241-1543.

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