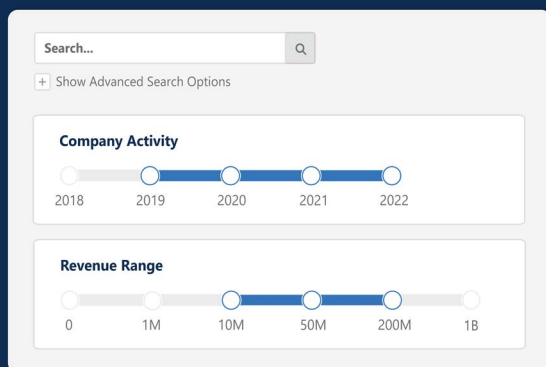## MIEDGE

A Tool That Adapts to Your Workflow

There are many reasons why miEdge is Your Ultimate Unfair Advantage. One of those is flexibility.

There are plenty of ways to gather the industry-leading data, insights, and advanced filtering capabilities unique to miEdge. So, no matter your workflow requirements or tech stack configuration, miEdge can provide a boost.

Here's a closer look at the options for engaging with miEdge data:

MIEDGE APP

Available in web browser and mobile application formats, the miEdge app combines miEdge's dataset and features with an intuitive user interface. It brings the power of advanced new business research and the capabilities of targeted prospecting and lead generation to the devices users rely on for work every day.

MIEDGE PORTAL

This feature provides access to bulk data extracts from the miEdge database. Bulk data extracts occur monthly and can be downloaded in CSV format. Exported miEdge data can enhance users' internal prospecting tools, data pipelines, and analytics.

MIEDGE ENTERPRISE CRM INTEGRATION

This integration with enterprise CRM platforms – such as Salesforce and Microsoft Dynamics – allows users to enhance their existing databases with the data, filtering capabilities, and reporting features miEdge provides. New account and lead data is matched nightly, with a full dataset rematch occurring monthly. The miEdge CRM integration experience essentially embeds miEdge into major CRM platforms.

LEAD INSIGHTS API

This modern offering provides real-time access to miEdge data through modern restful APIs. Users can sync miEdge data with their internal toolsets and workflows to enhance their new business research, prospecting, and lead generation process.

Want to learn more?

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