



Validity

Trust your Data. Any time. Every time.



“Numbers are not important to me, it’s the people who matter when it comes to an investment partner.”

Mark Briggs / Chairman & CEO

OVERVIEW

- Location
Boston, MA
- Chairman & CEO
Mark Briggs
- Founded
2018
- Industry
Data & Analytics
Sales & Marketing Software
- Prior Investment History
No prior institutional capital
- Company
Data cleansing and data quality suite

BACKGROUND

In 2017, Silversmith and Silversmith Senior Advisor Mark Briggs began to collaborate on a strategy to build a market-leading data cleaning and quality platform for CRM. Validity made its first acquisition (CRMFusion) in February 2018, which laid the groundwork and enabled Silversmith to recruit a world-class team to support the platform strategy.

PARTNERSHIP WITH SILVERSMITH

Silversmith “co-founded” the business with Mark Briggs (Chairman & CEO) and has been heavily involved since inception with the overall corporate strategy, team building, and M&A.

- Identified and supported diligence for five (5) acquisitions: CRMFusion, BriteVerify, Return Path, AppBuddy, and 250ok
- Significantly expanded and professionalized the company’s inside sales organization to 100+ FTEs
- Supported recruitment of key team members, including COO, CFO, EVP Sales, EVP Corporate Development, and an independent Board Member

VALIDITY PRODUCTS & USE CASES

Validity for Email



Verification
Ensure email addresses are correct and deliverable



Deliverability
Industry’s most comprehensive set of email optimization solutions



Certification
Ensure emails receive preferential inbox placement



Alerting
Detect issues that could negatively impact your email program

Validity for Data Management



Data Validation
Email, phone and address verification solutions



Data Maintenance
Remove and prevent duplicates, standardize data



Productivity
Efficient UX design within the Salesforce workspace



Analytics
Visualize the impact that data quality has on performance and customer retention

Validity for Sales Productivity



Data Operations
Boost sales representative productivity and operational efficiency with spreadsheet-like grids and processes that streamline almost any Salesforce use case



Data Analytics
Quickly and continuously address data quality issues, understand the economic impact on the business, and gain more trust in Salesforce data