Tips on How to Verify Business Name or URL

1. Search GoldMine using the submitted email address
   1. If a record is found, see if you can find the company name using your preferred search engine.
   2. Please reference the section below for checking business names in GoldMine.
2. Using your preferred Search Engine, take the email domain (e.g. [info@atechnologies.com](mailto:info@atechnologies.com)) and search for it with the keyword “website”
   1. E.g. “atechnologies.com website”
3. Search for the Phone Number
4. Search for the Contact Name
   1. Sometimes LinkedIn results can appear.
5. Search using Insights Builder.
6. Check Dynamics CRM to see if the lead has appeared before.
7. Search [marketing@atechnologies.com](mailto:marketing@atechnologies.com) inbox to see if lead has had previous contact and been verified.

Verifying Business Name / Email in Goldmine

1. View the lead form submission in Outlook
2. Copy the email domain
3. Login to Remote Desktop
4. Open GoldMine
5. Paste the email domain into the GoldMine Search Bar
   1. Make sure search is set to “Email” and “Contains”



1. Verify if any records exist for this domain
2. If no records exist, verify the current company name, paying special attention to spelling and capitalization
3. Next, search for the Company name in Goldmine
   1. Make sure search is set to “Company” and “Contains”

Graphical user interface, application

Description automatically generated

* 1. Depending on the company name, you may need to try searching for different variations.
     1. E.g.: California Healthcare Services > California Healthcare > CA Healthcare Services or Red River Community Hospital > Red River Hospital
  2. If you do see a company appear, please be sure to pay special attention to the website domain. If you are unsure if they organizations are related, view the organization domain in a search engine of your choosing and see if they match.