



FEATURE LIST

Find, group & merge duplicates, your way.

Data Cleanser is a 100% Salesforce-native duplicate management app for Accounts, Contacts, and Leads. Define what a duplicate means to your business, then review and merge with confidence — without your data ever leaving Salesforce.

PLATFORM

100% Salesforce Lightning

OBJECTS

Accounts · Contacts · Leads

PUBLISHER

Stratus Cloud Solutions

100%

Native to Salesforce — data never leaves your org

14

Records mergeable in a single duplicate group

5+

Matching types, from exact to fuzzy logic

DETECT & DEFINE

Define duplicates on your terms

Every organization defines duplicates differently. Data Cleanser puts you in control of exactly how matches are detected — before a single record is touched.



Create your own scenarios

CONFIGURABLE

Every organization is different, so you tell Data Cleanser what a duplicate is to you. Select the standard and custom fields to match on and the matching type to build your own specific matching scenarios.



A variety of matching types

FUZZY & EXACT

Identify every duplicate with the right tool: exact character matching, first-5-letter matching, word mapping (e.g. Rob = Robert), word removal to ignore noise words, and fuzzy logic — all available as matching types.



Scenario filters

TARGETED SCANS

Don't want to search your entire database? Add a filter to segment it — search for duplicate accounts in a specific region or by record type. The possibilities are endless.



Overflow settings

NO DATA LOSS

Merging contacts with different phone numbers and emails? Activate the Overflow Setting and those extra values are preserved in the description field — so you never lose valuable data.



MERGE & MANAGE

Merge with full control — and prove it

Merge in bulk or field-by-field, keep your duplicate list clean, and track progress — all inside the security of Salesforce.



Mass merge

BULK ACTION

Mass merge duplicates based on a master rule you create. Choose which record in each duplicate group is the master, and every other record merges into it automatically.



Manual merge

FIELD-LEVEL CONTROL

Manually merge up to 14 records in a duplicate group. Pick the correct value for every field, click merge, and the records are merged natively in Salesforce.



Remove group

NON-DESTRUCTIVE

A duplicate group isn't actually a duplicate? Easy fix. Click Remove Group — the records are left untouched in Salesforce and simply removed from the duplicate list view.



100% Lightning & native

SECURE

Data Cleanser is built 100% on the Salesforce platform. Your data never leaves the security of Salesforce, and we as a company never have access to your confidential data.



Reports & dashboards

INSIGHT

Instantly see how many duplicate Leads, Contacts, and Accounts you have from the Data Cleanser dashboards and reports. Click into the dashboard for any object to open its report, then edit it to show the fields you need and export it. The dashboards also track how many duplicates you've merged with Data Cleanser over time.



Cleaner data, zero compromise.

Define duplicates on your terms, review them in a modern Lightning workbench, and merge with full field-level control — all without your data ever leaving Salesforce.