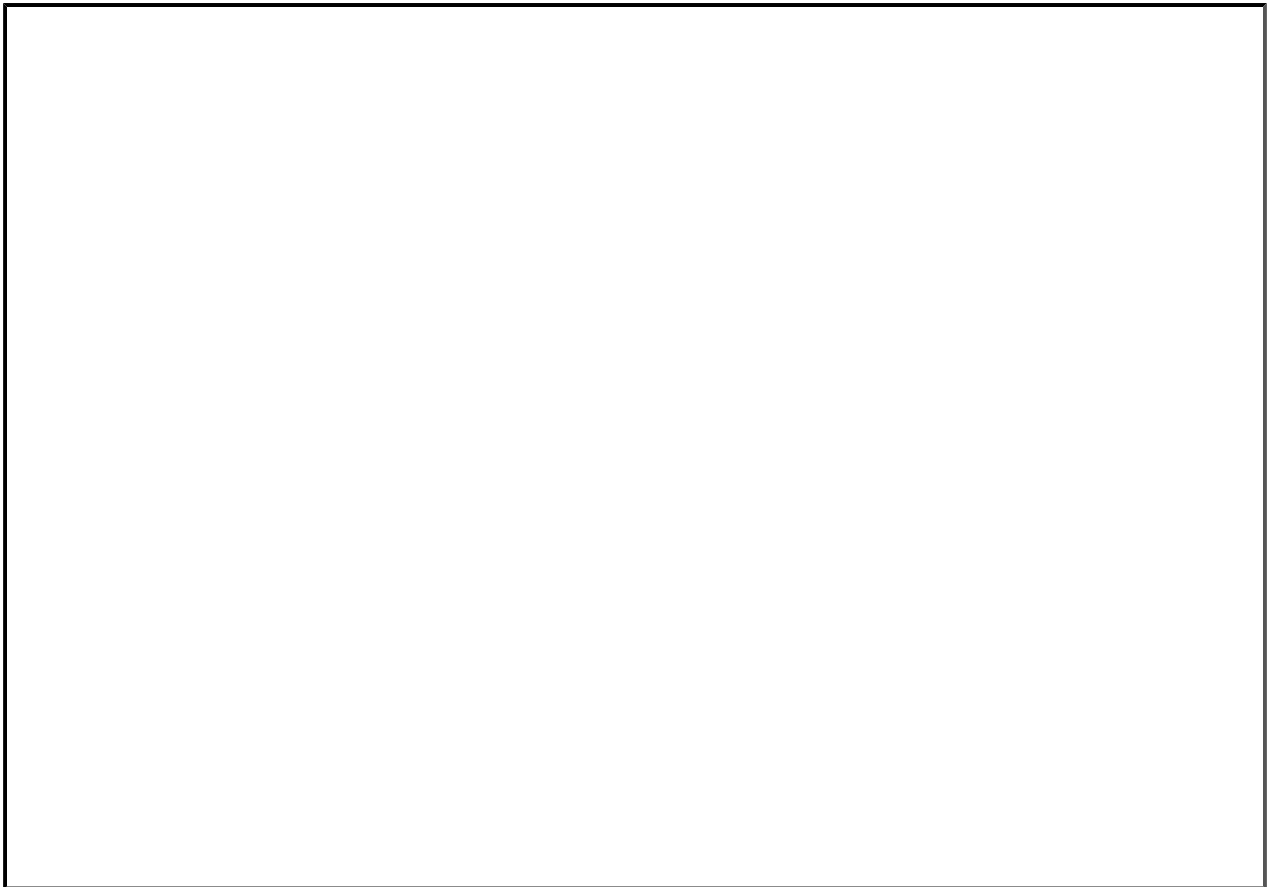


This video will explain how to map organizations into an entity in Gridlex Zip. Mapping organizations to entities in a CRM is important because it allows businesses to better identify and target their customers and prospects. By creating a mapping of organizations to entities, businesses can better understand the relationships between their customers and prospects, and gain insights into their buying behavior. This makes it easier to create targeted campaigns and offers that are tailored to their needs and desires. Additionally, mapping organizations to entities in a CRM system can help businesses ensure that their customer data is accurate, up-to-date, and organized in a way that is easily actionable.



If you need any help with any feature, data migration of your old data, or anything at all, just email apps@gridlex.com and our team will be here to help you. Remember, that one of **Gridlex's** core values is Customer Success. We want you to be successful.