



# LookupHelper

Display your related information  
anywhere in Salesforce



Lookup Helper provides better visibility and insights to your Salesforce data by organizing your data under any dimension important to your business. Organize by territory, state/zip code, time-frame, industry, product family, or another custom data category.

## Benefits

Create new aggregate "Data Category" records automatically to improve user efficiency and better ensure data reliability.

Organize data by geographic location, time-frame, industry, or any other category for ease of reporting/analytics, list views, or driving business processes.

Automatically update lookup field values for ABM, GDPR compliance, marketing segmentation, territory assignment, and much more!

## Free Edition Features

Auto-populate lookups using record matching rules by ID/record name, or matching field values.

Works with standard and custom objects.

Batch and real-time updates for historical record and live updates.

Includes 2 lookup settings.