

BreezyDeduper - Product Overview

Native Salesforce Lightning app for mass deduplication of Leads, Contacts, Accounts, and Cases-without Data Loader or one-off merge tools.

What it does

- Mass deduplication across Leads, Contacts, Accounts, and Cases
- Rule-based matching on email, phone, name, and more
- Custom boolean match logic (e.g. 1 AND (2 OR 3))
- Preview duplicate groups before committing merges
- Approve selected groups or merge all pending matches
- Batch processing and daily or weekly scheduled runs

Workflow

1. Create a dedupe set for an object

BreezyDeduper Sets management table

BreezyDeduper Sets						New Set
Name ↑	Object	Sta...	R...	S...	Last Run	
Contact Main Dedupe Set	Contact	Active	0	Off		
DeployVerifySet	Contact	Active	0	Off		
Lead Main Dedupe Set	Lead	Active	0	Enabl...		
SaveSetVerify	Contact	Active	0	Off		

2. Define match rules and optional scope filters

Dedupe rules editor with match logic

Back

Add Match Rule

Rules: Account Main Dedupe Set

Target object: Account

Field	Match Type	Requi...	Sort ...	
Website	Normalized_Email	Yes	0	
Domain__c	Exact	No	1	
Name	Case_Insensitive	No	2	

3. Run Preview to review duplicate groups

Preview merge results before committing

[Back](#)
[Approve All](#)
[Execute Merge](#)

Preview: Contact Main Dedupe Set

Run status: Completed

☐ Summary	Co...	Status	
☐ 1=dup.contact@test.com	2	Pending	▼
☐ 1=dup2.contact@test.com	2	Pending	▼
☐ 1=dup3.contact@test.com	2	Pending	▼

Select groups to merge, or leave all selected and click Execute Merge to merge every pending group.

4. Approve groups and Execute Merge
5. Optional: enable scheduled runs on a set

Permission sets

- BreezyDeduper Admin - admins who configure dedupe sets and rules
- BreezyDeduper User - operators who run previews and merges

Your Salesforce admin assigns the appropriate set to each user.

Install summary

Deploy from the BreezyGTM GitHub repository. Assign BreezyDeduper Admin, then open the BreezyDeduper Lightning app to create sets and rules.

Trial and consulting

Companies can install BreezyDeduper for a free 30-day trial. BreezyGTM also offers consulting on setup and customization.

Contact: sales@breezygtm.com (sales) · support@breezygtm.com (support) · info@breezygtm.com (general)