

Simplify company name

Do you want to quickly and efficiently change a company's legal name to its trade name?

🎯 Objective

Imagine you've just received a CSV file with company names, such as **Company Name**, where the legal name includes suffixes like (Ltd, SA, SL, Inc., etc.).

To create a normalized dataset, we need to clean these names (if necessary) and extract only the company's **trade name**.

This will help streamline LinkedIn searches, enable scraping, and facilitate data enrichment.

1 Access the Company List

- Open the table containing the company names.

2 Add a New Column

- Click the "+" button between columns.
- Add a new column and name it "**Simplified Company Name**".

- —→ If you don't see this variable click on "+" "**new AI Variables**" and select it. It will stay in the menu.

3 Apply the AI Variable


- Go to **New company AI variable** and select **Simplified Company Name**.
- Use this variable to automatically convert legal names into trade names.

4 Move the Values

- Move the values from **Simplified Company Name** to **Company Name** to enable enrichment functions.
- Select the **Move Values** option.
- In **From Field**, choose **Simplified Company Name**.

- In **To Field**, select **Company Name**.

-

 **And that's it!** Your table is now updated with simplified and enriched trade names, ready for searches, scraping, and analysis. 