Enterprise Software Company Improves Marketing with Robust, Accurate Data

Background

In any B2B organization, sales and marketing is all about establishing and cultivating relationships with existing customers and targeted prospects. Such relationship building is done through inbound and outbound marketing activities such as direct mail, email campaigns, event marketing, and more. Yet these fundamental sales and marketing activities are highly ineffective without accurate customer data.

As one of 3D2B's largest and long-standing clients discovered, when a marketing database is filled with incorrect, redundant, or outdated contact information, it wreaks havoc on all sales and marketing campaigns. In 2008, the company came to 3D2B for assistance with correcting and enhancing their customer data to improve the effectiveness of their sales and marketing campaigns. They needed help in not only correcting inaccurate data, but also in gathering additional information like email addresses and contact information for new prospects.

Challenge

Customer contact information tends to age quickly. In the last few years in particular, the data aging process has accelerated. Whether this acceleration is due to greater movement within organizations or widespread layoffs caused by a weakened economy, bad data wastes significant time and money.

This is particularly true in lead generation. If a telemarketing campaign reveals nothing but wrong names and titles, incorrect phone numbers, rerouted calls, and companies out of business, not only are no leads being generated, but also the ROI on the activity is very low. Typically, the worse the data is, the more time and money is wasted.

What's more, sales and marketing campaigns conducted with inaccurate or incomplete data can harm the company's brand. It leads to a loss of credibility, lost revenue, customer dissatisfaction, and even compliance issues.

The quality of data is affected by many factors. They include:

- Data entry errors
- Mergers and acquisitions
- Companies going out of business
- People changing positions or leaving the company
- Corruption in data transmission or storage
- Mismatched data dictionary definitions
- Acronyms that are meaningful to some users but not others
- Differing data standards when aggregating data from different sources

In the case of the enterprise software company needing 3D2B's help, the company needed to generate leads in order to expand into new markets and promote new solutions. Yet the poor quality of their data greatly hindered their ability to do so.

"Many of our clients have issues with bad data. It's not a new problem," said Jeff Kalter, CEO of 3D2B. "That's why we often recommend our data cleaning and profiling services before we get started on any lead generation campaigns. Putting in the time to do this upfront yields great dividends later."

Solution

A long-time 3D2B client, the company naturally chose 3D2B for their data profiling and contact discovery services. The ultimate goal of the program was to improve the quality of the account and contact data in the company's CRM system. 3D2B agents conducted calls to ensure that all contact information was correct and up to date to ultimately improve marketing campaign effectiveness.

For every contact in the company's CRM database, the following data was verified:

- Company name
- Company address
- Company website
- General info email address, if applicable
- Contact first name, last name, and title
- Job function and department
- Direct dial phone number
- Direct email address

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> **– Jeff Kalter, CEO, 3D2B**

The company credits 3D2B for the fact that outbound marketing activities like telemarketing and direct mail now achieve much greater results. Ultimately, the company found a much better return on their marketing investments, resulting in more sales, greater revenue, and faster company growth.

In addition to verifying data, the agents worked to gather contact information for additional contacts not yet in the database. All calls were performed by a centralized team of dedicated, industry-savvy 3D2B business development specialists. And all contact data was documented directly in the company's CRM system.

Results

The company found 3D2B's work in data profiling and contact discovery to be highly successful. In 2012 alone, there were 17,500 targeted organizations in the database. Of those, 16,000 were reachable by phone, and 13,000 of those calls resulted in at least one new contact. Approximately 11,000 contacts were identified as invalid.

Altogether, a total of 21,000 contacts were added across five major lines of business, with 78% of those contacts holding titles of director or above.

What's more, email addresses were captured for 68% of the new contacts. This is highly beneficial because any lead generation activities conducted by phone, or any other outbound marketing activity, can be followed up by email. Having two or three points of contact for every targeted prospective company greatly increases the effectiveness of marketing campaigns.

In fact, the improved data proved beneficial across the organization. Whether the data is used by marketing or in finance to ensure accurate billing addresses, quality data is vital to any organization.

The company found the contact discovery initiative so successful that they hired 3D2B to perform survey campaigns for account profiling. These campaigns gathered great business intelligence including competitor product usage, mobile strategies, and other useful information. Together with accurate contact information, this business intelligence led to greater effectiveness in lead generation.

In fact, the company continues to invest in contact discovery and profiling initiatives with 3D2B as an ongoing activity to support marketing and sales.

In the end, the company found that accurate contact information for its key customers and prospects is vital to improving the success of their marketing campaigns. The company credits 3D2B for the fact that outbound marketing activities like telemarketing and direct mail now achieve much greater results.

Ultimately, the company found a much better return on their marketing investments, resulting in more sales, greater revenue, and faster company growth. At the heart of it all are the dedication and high standards that serve as the cornerstones of every 3D2B campaign.

Founded in 2003, 3D2B provides B2B telemarketing and lead generation services to help foster customer relationships and boost sales across all industries. With offices in Rome and New York, 3D2B assists sales and marketing organizations across the globe.

For more information about 3D2B, visit www.3D2B.com or call +1 718 709 0900 or +39 06 978446 60 (EMEA).