

CASE STUDY

of

LEADING PUBLISHER

SOLUTION PROPOSED

Targeted Data
&
Data Appending Services



Client Background:

One of Blue Mail Media's existing clients is a renowned networking and Internet security solutions provider for small and medium sized companies across US and Canada. With a popular array of products ranging from Internet connectivity, data recovery services, VOIP and video streaming services, the client provides services to consultants and their customers through mailers and direct marketing brochures, customary designed to reach niche prospects. The organization was facing challenges in promoting their offerings since their data had become obsolete.

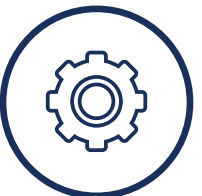
Challenges:



Obsolete data sources



Limited access to target market



Insufficient knowledge of new age technology marketing tools



Lack of information base of existing customers

Solution Phase:

Blue Mail Media planned to set aside the traditional approaches to marketing and applied a more holistic and effective strategy. Analyzing client's challenges and expectations from their marketing efforts, the solution was implemented in four stages mentioned below.



Data consolidating from all sources to form a single, accurate, and organized view of the customers.



Adding the missing details.



Providing client with highly detailed and targeted data.



Identifying the “high probability” prospects, while increasing the revenue by 52%.

Final Outcome:

Blue Mail Media delivered the renewed database to the client with updated and accurate information. All the discrepancies were removed from their old database, which increased client's chances of success in a significant way.



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About Blue Mail Media:

Blue Mail Media is one of the leading Demand Generation companies delivering innovative and customized B2B Database solutions. With a motive to support your sales and marketing teams in the lead generation process, Blue Mail Media maintains a rich directory of decision makers across all industries and provides marketers with complete access to information to reach out to their prospects via emails, physical mails or telephone.

Free Consultation on your Marketing Needs



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