

How a Global IT conglomerate optimized results with **email campaigns & data hygiene solutions**

Case Study



The Client

The Client, an IT consultancy service provider based in Halifax, provides infrastructure support to IT companies across North America. Their business goal is to improve data flow in every organization by streamlining data flow and by improving the layout of data servers.

Business Challenge

The Client generated leads through the following channels: email campaigns, website sign-ups, and event registration. As much as 35% of new customers were coming through website registration and majority of leads through email campaigns.

The main objective of the email campaigns was to reach as many IT professionals and decision makers as possible and get favorable results.

Despite using an in-house list for their campaigns, the response was below the industry standards and much below its earlier recorded rates. All parameters from the campaign showed negligible performance – low open rate, less inquiries, and fewer website visitors. The marketing department required a fresh list of prospects from IT business sector. Moreover, existing data was riddled with misinformation, invalid data and inconsistent entries.

The Solution

The Client got in-touch with B2B Info Champions to avail the latter's data solutions. Due to the bad experiences from different data vendors previously the Client had a negative perception about purchasing lists from third-party vendors. However this perception changed with B2B Info Champions on board.

B2B Info Champions firstly assessed the in-house list quality to understand the buyer persona of the Client. With this it was clear that there was a mismatch between the target market and titles targeted by the Client.

After conducting their primary research, B2B Info Champions's market analysts put together new insights on best buyers and titles. As per the new criteria, B2B Info Champions's team fetched fresh and relevant contacts from their master database. This data was presented to the Client to run their email marketing campaigns. Apart from list services, B2B Info Champions provided the following data solutions and list hygiene services:

Quality Data was retained with List Hygiene

Apart from list building, B2B Info Champions conducted list hygiene on the in-house list. Using their proprietary tool B2B Info Champions conducted auto-cleaning and manually scrutinized erroneous data. During this data hygiene process B2B Info Champions appended fresh data to the in-house list such as email address, direct mailing address, and phone numbers.

Refined Data using Data Segmentation

B2B Info Champions segmented the in-house client data into industry-wise segments to enable the client launch targeted and industry-specific marketing campaigns.

Data Validation & Verification

B2B Info Champions conducted a data validation and verification process on the client's entire in-house list along with email verification and tele-verification.

Email Campaigns

Finally B2B Info Champions launched a successful email marketing campaign on the fresh list as well as on the updated in-house list. The result was extremely positive.

Measurable results:

All these data refinement processes, building new lists, and planned email distribution resulted in superb responses in the first three weeks of the campaign. The Client was overwhelmed with the results of the campaign.

- > 37% increase in inquiries
- > 24 new Clients were added in just a month
- > 30% increase in website visits from email campaign

“We received remarkable results in IT lead generation with B2B Info Champions. From acquiring new customers to retaining old ones they have helped us achieve some truly remarkable results. So looking forward to plan our global product launch with you guys.”

Rachel Martin, Assistant Marketing Director

About us

B2B Info Champions is a premier database marketing company providing businesses with high-precision mailing lists and database management services. The core objective is to equip result-driven enterprises reap optimal ROI through targeted marketing campaigns. Our focus over the years has been on improving the efficiency of marketing campaigns, driving more revenue, and increasing profitability of sales and marketing teams across organizations.



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**Name of the Client has been withheld for privacy reasons*