

## How a Marketing Company Improved Lead Response with Targeted & Segmented Data

### For instant sales support

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### The Company

California based client is a leading provider of online marketing solutions to clients across the globe. Their range of services ranges from email marketing solutions to SEO, social media marketing and providing high-end customer platforms. Their strength lies in the fact that their services are highly customized to the specific business needs of the client.

### The Challenge

Info CheckPoint was approached by client when they faced a difficulty in finding prospects for their solutions. The company had huge databases that were not segmented properly. Although they were receiving prompt leads in the initial months after the database was compiled; they saw a steady decline in the number of leads as the months passed by.

They had over millions records of B2B customers with them for various marketing activities. A source from client revealed that database cleansing was done once in a year after they receive fresh opt-ins through the company site.

### The Challenge

Client subscribed to Info CheckPoint to download fresh, quality leads for their business. Info CheckPoint's data was highly accurate and helped them build a solid business buyer' base.

With their subscription of one year, client downloaded contacts of niche business buyers who were targeted. The downloaded data was compiled from multiple sources and augmented their lists.

“It was absolutely amazing how using Info CheckPoint's search features increased our number of prospects by 4300 in 45 days. It rendered our databases a complete makeover which was much needed. Their platform was quick, user-friendly and worth every dollar spent. I am looking forward to continue my subscription with them”

**Sean Brown,**  
VP – Marketing

Client could easily build a robust database of business leads who they could easily nurture. They could also launch campaigns much more quickly. They attributed this to the constantly-verified data from Info CheckPoint which was also segmented according to their profiles.

The Result: Client received 4300 prospects which were absolutely robust, verified and functional.

### The Challenge

- Highly email database compiled from multiple sources
- Thoroughly verified contacts by both telephone and email
- Devoid of any inactive, old records
- Properly segmented into various categories
- Absolutely complete and contained no missing information