

How an ANALYTICAL DATABASE

- Increased RESPONSE RATES by 18% through ONE Mailing
- Generated a 7% Increase in LEADS GENERATED
- Increased SALES CLOSE RATES by 2% in the first 2 Months

POWER PACKED ANALYTICAL DATABASE

It is not about the
NUMBER OF MAILs.

It is about WHO you are
mailing

Identifying SEGMENTS

CUSTOMIZED
Communication

REFINED Results

INTELLIGENT Marketing

Support MARKETING
STRATEGIES

Business INTELLIGENCE

SYNERGETIC

INTEGRATE process, people and
technology

THE CHALLENGE – Not
Technology - Human Resource
Utilizing Technology

People using a database need to have 4 BRAINS

1. to understand the company's or campaign's requirements
2. to have good knowledge of marketing
3. to have basic IT knowledge as interaction is with technology tools
4. to have basic statistical knowledge

For instant sales support

Phone: 800-662-2980

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ABOUT THE COMPANY

The Client* based in Colorado, is an online marketing company with core competency in digital marketing to Business-to-Business clients. Powerful online solutions in search engine marketing established the company as a leader in the industry. Focused on B2B customers, the company utilized search optimization and lead generation to cater to its clients, who had complex sales cycles and were in constant requirement of prospective profiles.

Business managers of the company were exploring various approaches in order to increase online marketing ROI and drive measurable business results.

The Challenge

The Client* had been for the past one year sending email communications from a mailing list to large number of contacts. The marketing budget that was allocated for direct marketing was invested in obtaining a database through, which they proposed to generate leads and improve response rates. However, despite the huge quantity of mails sent their expectation of gaining favorable response rates, improving lead generation and sales drastically came to a standstill.

PAIN POINTS

- They were unable to reach a target of 1% response rate.
- Despite having a huge mailing list, lead generation and close rates were bleak; and marketing communication was not targeted.
- They were unable to identify profiles for renewal, for new acquisition and to retain existing customers.

The Solution

Solutions	Objective
Multi-level Search	In order to provide advanced search options and segmented results, information was detailed at people, company and industry levels.
Ease of Use	The application was easy to use, the search interface was user friendly and required minimal training.
Intelligent	The interface was designed to be predictive and provide results that were specific beyond the search criteria. It provided additional results related to the search. For instance, when a search for 'CEO' titles was typed, the outcome provided profiles of people not only with the titles as a CEO but also provided profiles with titles as 'Chief Executive Officer; therefore saving time in conducting a separate search and collating a common list of 'CEO' contacts.
Fast	The query processing time was minimized as the application resided on its own server, thus leading to quick results for dynamic decision making.
Automated	Even during off working hours, the database was refreshed and updated within hours.

It is not the number mails we send. That isn't the objective.

We now send mails more intelligently.”

Howard Smith,

VP, Marketing and Communications

BUSINESS BENEFITS

	BENEFITS
Integrated	The database included transactional information (postal or email addresses), traditional data (firmographics, company size, SIC / NAICS codes, etc.) and financial information (annual revenue) from different sources to enable identifying target audience as well as segmenting initiatives.
Cost effective	It helped in increasing ROI by providing refined results and increasing response rates to 18%
Relevant	Relevant information obtained through specific information helped in increasing lead generation by 7% and sales close rates by 2% in first 2 months.

Thanks to Info CheckPoint we have a clean, green and extensive database. We find the data inventory excellent for marketing to new prospects. With the ability to focus on a few segments specifically to a few people, our customized campaign resulted in an almost 18% response rate through one mailing.

Olivia Penn,

Director, Market Research

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CONCLUSION

It is important to maintain a clean database that will facilitate identifying segments in order to develop customized communication to the target audience. The challenge is no longer about technology but about human resources utilizing technology optimally and rightly.

People using a database need to have 4 brains:

- to understand the company's or campaign's requirements
- to have good knowledge of marketing
- to have basic IT knowledge, as interaction is with technology tools
- to have basic statistical knowledge

The way forward is to integrate process, people and technology in order to develop a synergetic environment that supports strategies and provide business intelligence.

**Due to confidentiality reasons, the name of The Client has been withheld. If you wish to know more about how you can gain access to a segmented database for customized communication, visit www.infocheckpoint.com*