info CheckPoint

Monetize Your
Marketing Database

Let Programs Revolve Around
Customers for a Change!

How A Marketing Firm

- Improved Data Quality by 99% in 6 months.

- Boosted marketing campaign conversion rates above industry standards to 8.5%

- Integrated 90% (700 prospects) of external data through website forms, feedback surveys and registrations with the database.

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About The Company

The Client* is located in Dayton, Ohio and specializes in developing performance improvement programs and marketing solutions. Focused on providing positive behavioral changes in employees, partners and customers, the company provides solutions such as Employee Recognition, Performance and Sales Incentive Programs, Consumer and Channel Loyalty Programs, Information Management and Communications Campaigns.

Challenges

- In order to meet its business objectives, the client needed strategies to improve and influence behavior through information currently available.

- They required information to be siloed into various segments in order to gain a better perspective of behavioral groups.

- The client found data hygiene to be a critical concern and wanted to improve quality.

- Identify prospects to widen the scope of the target market. To improve marketing communications by making it more targeted and relevant.

Key Objectives

Data Management

Database Segmentation

Data Quality and Hygiene

Improve Marketing

Communications

Solutions

Solutions		Advantage
Data Management and Database Segmentation	Centralized Database	Data and databases were collated, categorized and analyzed to provide access to a wide range of niche contacts from a single source.
	Segmented Databases	Databases at Info CheckPoint are segmented and organized to provide relevant information related to business objectives
	Accessibility	The Client could easily access extensive databases with classified contacts. They could view and save results without spending time downloading large amount of data
	Granularity	With detailed drill options and categories, they could obtain granular results that represented their target market the best and suited the business requirements.
	Integration	Data collected from various sources such as web forms was integrated with the database accurately in relevant segments.
Data Quality and Hygiene	Verified Data	Info CheckPoint does not use auto tele-dialers or 'bots' to verify leads. The verification specialists ensured data quality, through regular manual, email and tele-verification of individual contacts.
	Accurate Data	With quality as the highest priority contacts were updated regularly. Crowd-sourced data was verified and validated before being added to the database and users were encouraged to update details to ensure data was fresh and updated.
Improving Marketing Communication	Advanced Search Options	Detailed categories and the advanced search option helped in finding relevant and detailed results to facilitate targeted communication.
	Ease of Navigation	The search tool was not only comprehensive it was user friendly and simple to use. Therefore providing speedy and accurate results.
	Intelligence and Intuitiveness	The search application was intelligent, intuitive and gauged the requirement, enabling better and faster decision making.

Business Benefits

Info CheckPoint was successful in catering to the primary needs of The Client by improving data management, database segmentation, data quality and hygiene, and marketing communications.

What Info CheckPoint Provided	How The Client Gained	How It Exceeded Expectations
Centralized Database	The Client had a wide range of niche contacts to choose from a single source.	By providing a centralized database system, segmentation was possible and it was possible to execute targeted marketing campaigns with measurable results.
Segmented Databases	The database was segmented to facilitate targeted communication. It boosted marketing campaign conversion rates above industry standards to 8.5%	The databases were segmented to facilitate targeted communication. The Client was easily able to select segments relevant to their specific business requirements.
Data Quality	Data that was obtained was verified and accurate, leading to better results.	Verification of data was not done using auto tele-dialers or 'bots'.
Data Quality	A scientifically based, technology driven and manually validated comprehensive verification process was adopted to maintain data hygiene.	This resolved issues such as data duplication, inconsistencies, redundancies and inaccuracy. This resulted in a 99 percent improvement in data quality in just 6 months.
Data Management	Data was stored systematically and was easily accessible through the advanced search application tool.	The advanced search application interface allowed the client flexibility to view and save results without spending time downloading large amount of data.
Data Management	The application allowed for instant access to relevant data.	The search application was intelligent, intuitive and gauged the requirement, enabling better and faster decision making.
Data Integration	By integrating data collected, the database was up to date with fresh information. 90% (700 prospects) of external data through website forms, feedback surveys and registrations was integrated with the database.	By qualifying integrated data, the final database was driven and directed to improve communication.

Conclusion

In B2B marketing, your marketing mix should meet sales demands. You need to adopt a customer-centric approach to deliver targeted campaigns and measure effectiveness of online campaigns.

As data is what data does, new opportunities are arising to know customers outside-in, and B2B marketers need to leverage the power. With accurate, current and relevant customer information and with access to dynamic databases; marketing programs can now revolve around customers for a change!

At Info CheckPoint, we believe you need to:

Give customers what they need and not what they want
You need to stay in sync to increase Marketing ROI!

> Our databases are segmented to facilitate B2B marketers implement integrated and targeted campaigns. Click here to sign up for a free trial and gain easy access to a ROI intelligent database.

*Due to confidentiality reasons, the name of The Client has been withheld.

About Us

Info CheckPoint is a preferred provider of credible business to business (B2B) information, database management and marketing solutions. We understand the value of driven, directed and dynamic databases and therefore emphasize on high quality data which translate to invaluable information. For us a database is a business intelligence tool.

Our advanced search application allows instant access and provides segmented data to facilitate targeted communication significant in leveraging business growth. Through this interface you can obtain information that is customized to business requirements and enables focus on primary target markets appropriately.

At Info CheckPoint we adopt a scientifically based, technology driven and manually validated comprehensive data verification process. Utilizing data quality tools, techniques and tactics, we emphasize on maintaining data that is verified, validated, accurate, current, relevant and hygienic.

To gain access to power packed databases or for more information, please visit Info CheckPoint

Contact Us

Phone: 800-662-2980   Email: support@infocheckpoint.com   www.infocheckpoint.com