

Industry Primer

Information Technology | Direct Marketing | Email Marketing | Database List Management

The changes in the Information Technology (IT) industry have direct and indirect impact on almost every other sector. In order to understand the changes in the direct marketing industry, it is beneficial to gain a snapshot into the current growth rates in the IT industry as well.

Technology investments will drive **\$40 Billion** spending in Intelligent Industry Solutions in 2012

2013 Estimates

DIRECT MARKETING SPENDING

- 8% Overall Growth in Direct Marketing Spending
- 6.9% growth in Consumer Spending
- 9.4% growth in Business - to -Business Spending

IT SPENDING GROWTH

- MOBILE COMPUTING and EMERGING MARKETS
- Increase in usage of MOBILE DEVICES
- SMARTPHONE TABLETS
- MOBILE APPS Explosion

EMAIL MARKETING SPENDING

- 20.9% growth in Total Email Marketing Spending
- 20.6% growth in Consumer Spending
- 21.1% growth in Business -to -Business Spending

CLOUD SERVICE

Adoption and Enablement Growing 4 Times more than the Industry rate

Growth of DIGITAL DATA by 28%

Analytical ' MASHUPS' and BIG DATA'

Source: - Based on IDC reports for 2012

INFO CHECKPOINT ADVANTAGE

Maximizes Marketing ROI
Effectively Utilizes IT Budgets

Connects Marketing and Sales

Social Integration

Power Packed B2B Database

Nurtures Business Intelligence

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Based on IDC estimates, the fact that in 2012, the focus on Intelligent Industry solutions is estimated to drive technology investments to the tune of \$40 billion signifies an increasing growth in IT spending. The key drivers in IT spending are perceived to be fueled by emerging markets and mobile computing. The main reasons are attributed to the increased use of mobile devices such as Smartphone and Tablets and the widespread usage of mobile apps. Another growing segment is the adoption and engagement of cloud services, which is growing 4 times more than the industry rates. In addition, there is an observed growth of digital data by 28% and an increased focus on analytical 'Mashups' and 'Big Data'.

With estimates in IT spending proving to be progressive, there is a positive impact on direct marketing and email marketing spending as well. Market experts predict that by 2013, the overall direct marketing spending will grow by 8% and email marketing spending will grow by 20.9%. Drilling down further, the basis of every email marketing program is a database and there is an increase in consumer and B2B spending on database list management.

The Info CheckPoint Advantage

What justifies increase in marketing spend?

What makes an email marketing campaign successful?

How is relevant communication conveyed to your target audience?

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A growth in marketing ROI is what primarily justifies investment and an email marketing campaign is considered successful if relevant communication engages and urges potential target audience to drive customer creation. The first step in this process of growth and success is in obtaining the right B2B database, which will leverage your position in a competitive world of marketing. With Info CheckPoint, a B2B Database is not perceived as business contact directory it is considered as a business intelligence tool. Profiles are verified and accurate to facilitate gaining segmented information through an advanced search interface.

With an aim to maximize ROI, effectively utilize marketing budgets and customize databases to the needs of B2B Marketers, Info CheckPoint maintains clean databases with an advanced search interface to provide granular and specific results.

Data Hygiene

Maintaining fresh and updated databases with accurate and relevant information is the highest priority at Info CheckPoint. We adopt a scientifically based, technology driven and manually validated comprehensive data verification process. Our focus is to provide relevant contacts and lists, which have maximum deliverability and minimum soft and hard bounces. The emphasis is also on data enrichment with in-house data management tools.

From 'Crowdsourcing' to 'Changesourcing'

A huge data repository is developed based on information such as email addresses, phone numbers and social media profiles provided by various groups and people. This community driven concept popularly known as Crowdsourcing obtains user-contributed data. However, verification and validations is still conducted to ensure completeness, validity and accuracy.

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While crowdsourcing is currently widely used, data service companies such as Info CheckPoint are taking it a step further with a new approach termed 'changesourcing'. Users are not only urged to contribute information, they are also encouraged to constantly update the information provided. Utilizing this approach is one of the ways a database is developed and regular updates by contributing users ensures freshness of data as well.

Connecting Marketing and Sales

We understand that connecting sales automation with marketing databases is the best way in gaining a 360 degree view of the customer. The basic elements in a database required to connect sales and marketing primarily consists of transactional information (postal or email addresses), traditional data (firmographics, company size, SIC / NAICS codes, etc.) and financial information (annual revenue).

Social Integration

With marketing going social, Info CheckPoint has introduced social integration with our database. Along with basic information, social media links for each and every prospect are provided. Social networking is a complementary tool to marketing and plays a vital role in following the customer lifecycle.

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Taking Data Quality to the Next Level via the Cloud!

An integral aspect of database management is verified data to maintain the thumb rule of Accuracy. New processes and technologies have been developed to maintain 'clean and green' databases, one which has data that is accurate as well updated.

With the increasing use of 'cloud' based services, verification is the only kind of data service offered in the cloud. Data service companies such as Info CheckPoint are in the process of integrating cloud based verification systems and are looking forward to integrating other data services in the cloud. The cloud based approach to data management is definitely a huge benefit to enterprises and management of CRM Systems. The cloud being a vast repository of information, the next step would be integrating information on the cloud into business processes.