

CASE STUDY-Information and Media

Creation of a Sales and Marketing database



About the Client

Leading information provider of analysis, ratings and forecasts on industry sectors and country risk covering 170 markets

The Business Challenges

- Collect four key contacts in a company, at each of its international locations
 - With Name and designation ...Only 7 titles were of interest to the client
 - mailing address – correct mailing address of each international location
 - Email ID and contact data
 - Verify existing database records and add the above if missing

Results

- Automated the collection of contact information, designation and email IDs from company website
- Cleaned the existing database of the companies with international locations by creating Group (for subsidiaries) and location IDs(for addresses within a country)
- Verification of email id's using email analyzer software
- Mapped Person to location to title and ID by combination of research and calling

Benefits

- Automated the process to aggregate the data from websites(in 10 languages) across the Globe, which resulted in the output having no errors, while the client used a telecalling process earlier leading to innumerable errors. Therefore the quality was excellent compared to tele-calling while being cheaper
- Email IDs were verified before dispatch
- Mailing addresses were almost 100% accurate boosting the clients' Direct Marketing campaign

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