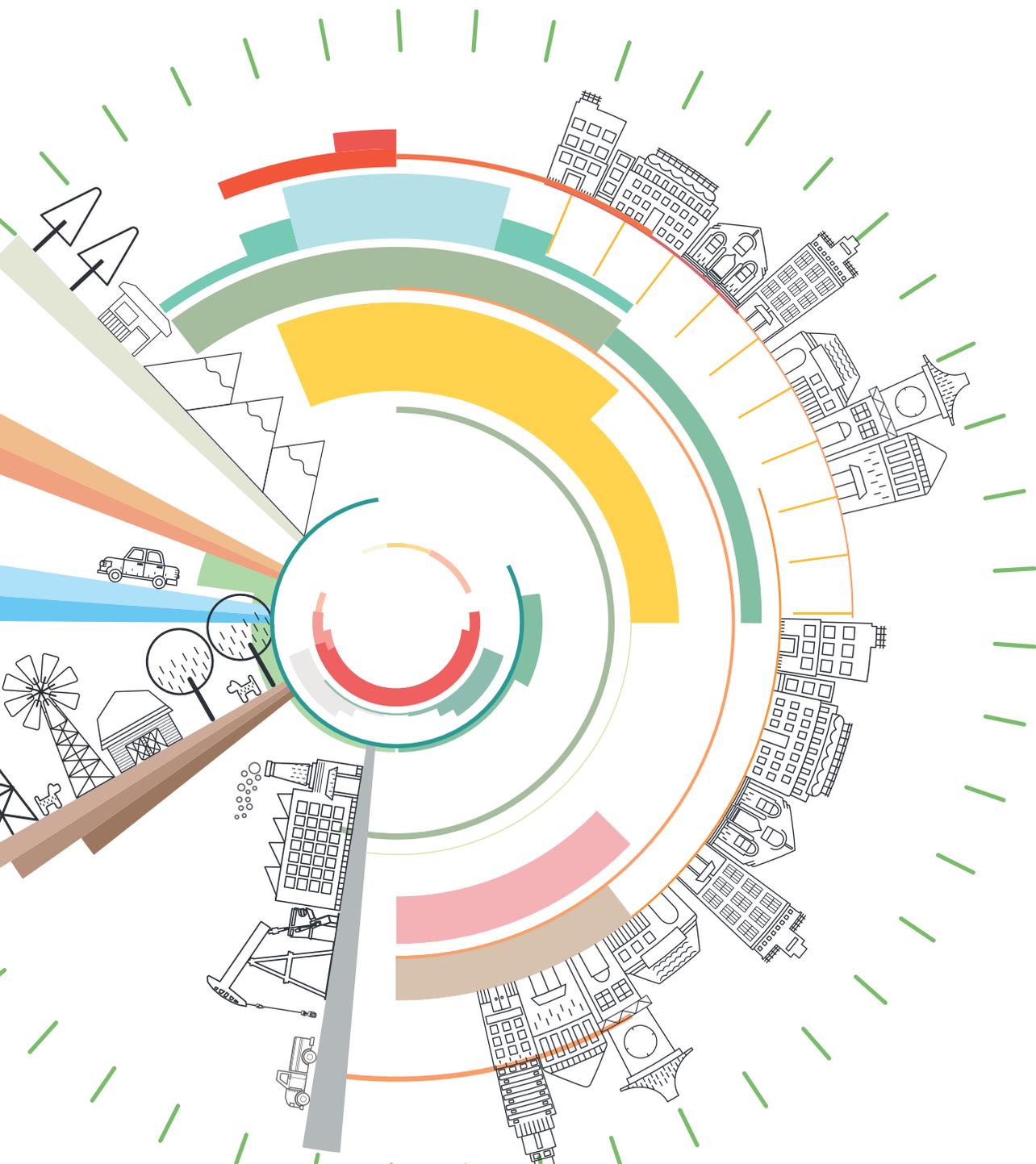


# Emails Append solution delivers rapid returns for pollution control product manufacturer



## The Client

The Client is a manufacturing company with over 2,800 employees and 15 sales offices worldwide. The company maintains operations in 24 countries (especially North America and Asia). Being the foremost manufacturing establishment in United States of America, this firm produces a number of products for pollution control using the best of technology solutions. The company aims at the production of quality filters that ensure the protection of human health; thus contributing profoundly to the emphasis on clean environment around the world.

## The Situation

The company wanted to strengthen its online sales and cut down on marketing costs. They wanted to try email marketing to enable their client reach and set newer objectives.

## The Challenge

The database owned by the manufacturing company had 93,000 target contact details without email addresses. Complementing the existing data with email addresses was a great challenge. They also wanted to include other details of their customers to better understand their customer behavior. "We

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## The Solution

The Company selected Lake B2B to handle this task of merging offline data with online data because of its excellent track records and experience in the industry.

## The Result

Using its excellent email appending measures, Lake B2B prolifically supported the Client to reach its goal. The process involved is given below:

- 89,000 records of the client database were complemented with permission based email addresses using the automated and manual appending process
- The assignment was accomplished in just 5 business days
- The database was also cleansed of all the duplicate or invalid contacts
- All the dead or dormant contacts were removed
- Other details such as SIC codes and latest phone numbers were also appended on further request

## The Benefits

- The manufacturing company now is the proud owner of a huge and proficient opt-in email database that can be used in marketing ventures
- The company's website is now generating 24% of total sales with email campaigns
- Frequent email communications with clients have fostered customer relationship resulting in increased customer retention
- Email marketing has empowered the sales team with increased leads
- The Company has cut-down paper mail cost by hundred thousand dollars a year

## Current Situation

The manufacturing company has now signed a deal with Lake B2B. For the next 12 months, Lake B2B will maintain and manage the Client's database.

*\*Name of the client withheld for privacy reasons*