

# AVIATION MANUFACTURER GAINS \$700K IN SALES FROM LAKE B2B'S CUSTOM DATABASE

**1500+**B2B prospects  
collated**800**Shortlisted  
prospects**\$700k**Revenue gained  
from sales **Industry:** Aviation Sector **Location:** Florida, United States **Challenge:** Reaching Aviation Transport-purchasing Decision Makers **Solution:** Lake B2B's Customized Database

## MEET THE CLIENT

Headquartered in Florida, USA, the client is a 50+ years old globally well-known brand in the aviation manufacturing industry. This company provides a vast range of customized aviation transport options – from commercial to military. The client had hit a threshold in expanding their sales and wanted to re-visit their target audience, starting from their home country.



## CHALLENGES

### REACHING AVIATION TRANSPORT-PURCHASING KEY DECISION MAKERS

**THE CLIENT WAS PRIMARILY AIMING TO BAG MORE TOP AVIATION ENTHUSIASTS FROM THE BIG-BILLION BUSINESS CLUB – BUT WITH MUCH-TAILORED CHARACTERISTICS TO MATCH THEIR BUYER PROFILES. WITH A SPECIFIC PROSPECT FOCUS (AIRCRAFT OWNERSHIP OF TOP BUSINESS HEADS), THE CLIENT’S CIRCLE OF INTEREST WAS INFINITESIMAL.**

The client was looking for C/V/D/M Titles in Aviation and related Ancillary in USA, with end-to-end data intelligence fields such as Company Name, Web Address, Contact Name, Contact Title, Address, Address 1, City, State, Zip Code, Country, Email, Address, Phone Number, FAX Number, LinkedIn address and more.

In addition, the client also needed visibility on “premium” customer-targeting intelligence fields like Aircraft Manufacturer, Aircraft Model, Tail Number, Engine Serial Numbers (ESN), Engine Model, etc. The information for these premium intelligence fields was not available in the normal market.

Reaching high net worth B2B targets was a hierarchical hassle as most had multiple validated contacts.



## THE SOLUTION

Lake B2B solved the client’s soaring challenges with a clear two-step strategy. The first was finding HNI prospects to launch interest probing campaigns and the second was customizing the engagement campaigns to convert mere visits to interest and potential opportunities with human verifications.

Lake B2B kick-started a hunt for B2B top bosses with above \$50M turnover to draw up its super-targeted HNI prospect list. Geo-targeted segmentation was also undertaken. Lake B2B researched the attendees’ list in the top air-fairs for the last year. Using this methodology, a total of 1500+ B2B prospects were accumulated, from amongst Lake B2B’s 15k+ data counts.

Next, Lake B2B facilitated the follow-up on each email and query post and before the event. Using Lake B2B’s comprehensive, updated and verified data smarts, in-house data experts conducted customized and careful prospect verification to match the product with the client’s passion and vision.

Lake B2B initiated direct integration to client's CRM by adding new leads in real-time. Regular lead nurturing campaigns, both manual and automated were executed, giving a shortlisted prospects' count of 800.

Along with the usual data intelligence, Lake B2B also added some special aviation fields like N\_Number, Manufacturing Model Code, Engine Manufacturer Model Number, Year of Manufacturing, Mode S Code, Mode S Code (Hex), Aircraft Type, Aircraft Category, Engine Type, Amateur\_TC, Number of Engines, Number of Seats, AC\_Weight, Kit\_Code and more.



## THE RESULT

### **\$700k Revenue gained from Sales**

The customized human verification paid off. The detailed qualification process ensured active engagement with each contact. The client

The client was able to establish some long-lasting business relationships and rose to the top of their game again. gained a total of 800 yielding prospects and a sky-rocketing \$700k revenue from sales.

**"Lake B2B found the information we exactly needed to reach our quarterly targets. The information was highly classified and after facing multiple refusals from others, it was they who made the venture a success."**

**-Robert Blake,**  
Sales Manager

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### Speak to our data experts to get pointed insights on:

- Customers researching solutions that match your expertise
- B2B spends and the next move planned by the decision makers.
- Buying team behavior and lead propensity to take action

### About Lake B2B

In the last 15 years, we have seen the data market at its best, and worst. Irrespective of how tricky the situation is, our data-driven approach is equipped to get you through and transform your investments into sales and marketing opportunities. In time, over 7,000 top-rank firms (including Fortune-500 and -1000 companies) have relied on Lake B2B as their trusted data partner. So can you!

**Core Capabilities:** Custom B2B Datasets, Data Enrichment Services, Demand Generation, Cloud-based Data Platform, Growth Solutions and more!

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