

# How Lake B2B Increased Customer Base of a Reseller by providing niche B2B email marketing data



## How Reseller Increased Customer Base by providing niche B2B email marketing data

Founded in 2003, client is a small business email list reseller based in Denver. Apart from providing list services, this reseller provides a wide range of data centric solution to technology companies, healthcare and educational institutions. Client's major revenue was coming from prospect data services (email list) and it works with national and international clients.

### Challenge

Client's team consists of experienced list consultants catering to marketing needs of customers. With lot of diverse list requirements, client felt the need for a one stop solution provider who can provide high quality list and allied data solutions.

Client was looking for a provider with these capabilities:

- Deliver permission-based email list vendor for technology business
- Provide faster turnaround on list request
- Handle tailor-made request that match the unique requests from customers
- Append fresh data and manage data

### Solution

Lake B2B reached out to this reseller after receiving a recommendation from our existing customer. We showcased our large master database of 40 million business-tobusiness contacts, data management solutions and other data-centric capabilities to the client. Impressed with our large email list, client requested for samples as proof of our unwavering data quality. Client tested the sample data provided by us for quality, validity and correctness. Apart from list samples, we offered other services such as campaign management and lead nurturing solution.

After gaining first-hand knowledge of our data quality and finding data management services in one umbrella, client signed for one year list subscription with Lake B2B.



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**Tin the third quarter of 2012, we received our first request from the reseller:**

Here are the list criteria given by the reseller:

**Title:** Product Manager and C-Level titles

**Industry:** IT, Healthcare

**Location:** Pacific states

**Domain:** SAP, Oracle ERP and Microsoft Dynamics

**Fields required:** Email address, phone #, employee size, revenue, SIC Code

Based on this request, our team worked on fetching titles matching with the requirement. After searching our database our analysts collected 21,340 contacts matching. After collecting these contacts, another team again verified all contacts for accuracy, reach and freshness

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

