

HOW OUR  
**DATA APPENDING  
SERVICES**  
HELPED INCREASE  
**SALES OPPORTUNITIES**  
**BY 35%**



Here's how our comprehensive data appending process led to:

- » Increase in quality of the client database of 79,000 records in 7 days
- » Increase in sales opportunities by 35%
- » Reduction in bounce rate below 9%



## About the Client

The Client is a B2B email marketing database provider based in San Francisco, California. The company builds lists designed to improve market coverage, data quality and market segment accuracy. With a custom-built in-house software, the company implements quality control of vendor lists to ensure email records accurately match target companies and target titles.

## The Challenge

The main challenge faced by The Client was the inability to cost-effectively append international lists based on their customers' requirements. The Client reported their main concern was duplicate email addresses that were not appended or updated. Without appending the Client was unable to facilitate their customers to:

- » Segment data and email addresses
- » Create customer profiles to improve target marketing
- » Profile sales leads to identify top marketing prospects
- » Analyze market data for new market expansion planning
- » Identify key market segmentation variables
- » Visualize marketing data



## The Solution

The Client approached us to provide a data appending services to deliver an appended, updated and accurate database of 79,000 contacts. With our data appending services, the Client was able to provide their customers with accurate, relevant and high quality databases. Here are some of the benefits:

- » In 7 days, we verified and validated 79,000 records of the client database.
- » We appended, updated and cleansed the client database to ensure the list was free of inaccurate and duplicate data.
- » We employed a rigorous validation processes to include only permission based email addresses so that their marketing messages would reach only genuine customers.

Here are some of the solutions we provided to The Client with our appending services:

Appending Services	Solution
Email Appending	Our stringent email appending process screened only the most relevant and opted-in emails IDs into the appended list, therefore optimizing campaign returns with higher relevance.
Phone Appending	We effectively updated phone records and business contact information, to facilitate mobile marketing implementation.
Mailing Address Appending	We extracted customer information from transaction histories and postal files and sent recipients targeted promotional advertisements to assess their involvement with the brand.
Job Title Appending	We appended contacts by geographical boundaries, contact's current designations and their roles and responsibilities, for better targeting.
Alternate Contact Appending	Prospects use alternate contact information for various reasons. We evaluated the firmness of alternate contact information before adding it to the appended list
Decision Makers Appending	We tracked old contacts to their current job roles and industries, to keep the list updated of change in decision making authorities.



# The Results

Results	Method	Stats
Higher Quality of Leads	A thorough data cleansing process was implemented	<ul style="list-style-type: none"> <li>A list of 79,000 accurate and qualified contacts were delivered in 7 days</li> </ul>
Higher Lead Conversion to Revenues	The quality of the list was improved through appending services	<ul style="list-style-type: none"> <li>It was possible to profile sales leads to identify top marketing prospects</li> <li>There was an increase in sales opportunities by 35%</li> </ul>
Improvement in Deliverability	Through data appending and cleansing, hard and soft bounces were managed.	<ul style="list-style-type: none"> <li>The bounce rate was reduced below 9%</li> </ul>
Increase in Personalization and Targeted Campaigns through Data Analytics	A detailed report from data analytics was prepared. Insights into behavior such as clickthroughs, downloads, form fills and pages visited was accessible.	<ul style="list-style-type: none"> <li>It was possible to identify interests of specific segments.</li> <li>It was possible to analyze market data for new market expansion planning</li> <li>Campaigns were sent based on behavior of segments which ensured higher open rates to an average of 12%</li> </ul>
Identification of Key Decision Makers	Data appending was done to ensure better segmentation	<ul style="list-style-type: none"> <li>It was possible to identify key decision makers and influencers.</li> <li>The response rate by decision makers improved by 80%</li> </ul>
Targeted Segmentation	Segmentation was done based on geography, title and industry.	<ul style="list-style-type: none"> <li>It was possible to identify key market segmentation variables</li> <li>Personalized content resulted in higher engagement and response rates.</li> <li>The click-through rate increased by 17%</li> </ul>

## About us

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Lake B2B has been in business for over 13 years with the objective of providing accurate global B2B database to companies irrespective of their sizes and revenues. Since then, over 450 clients have used our leads to reach prospects, acquire customers, and run marketing campaigns.

Lake B2B is a leading provider of data management services, list solutions, and customer data insights. We provide data centric solutions to a wide range of business-to-business companies. Our focus over the years has been on improving the efficiency of marketing campaigns, driving more revenue, and increasing profitability of sales and marketing teams in organizations.