

DROVE UP 60% INCREASE IN NEW CUSTOMER WINS WITHIN 2 MONTHS OF USING LAKE B2B EMAIL LIST

**\$300,000**

worth new revenue generated.

60%

increase in new sales conversions.

500%

Return on investment.

 **Industry:** Service Sector **Location:** Texas, United States **Challenge:** Reaching Construction, Oil & Gas and Transportation Decision Makers Countrywide **Solution:** Lake B2B Verified Database

MEET THE CLIENT

Headquartered in Texas, the client is a leading service provider to the construction, oil & gas, and transportation sectors. The company has operations in 7+ countries with an annual turnover of over \$ 90 Million.



CHALLENGES REACHING THE KEY DECISION MAKERS

THE NATIONAL SALES AND MARKETING MANAGER AT THE CLIENT ORGANIZATION WAS FACING A DRAMATIC SHIFT IN MARKET DYNAMICS COUPLED WITH NEW BUYER BEHAVIORS & EMERGING COMPETITOR TECHNOLOGIES.

IT WAS A KEY CHALLENGE TO DEVISE THE NEXT GO-TO-MARKET STRATEGY AND DRIVE ENGAGEMENT WITH TARGETED CONSTRUCTION, OIL & GAS, AND TRANSPORTATION INDUSTRY DECISION-MAKERS.

The client had opted for a local email data provider to address their marketing woes. But the databank furnished by the provider was dotted with umpteen non-updated email addresses, which led to many bounced emails.

"Most times, the decision maker we campaigned to happened to move on from their mentioned job roles. They changed job roles either within the organization or switched jobs by moving into an altogether new organization. This put us quite at crossroads," said David, one of the Account Sales Managers at the organization.



THE SOLUTION

The client organization chose LakeB2B over competitors as they were not only getting a list of their hottest leads but much beyond in terms of digital outreach.

Data experts from Lake B2B were able to provide deeper insights on the ideal customers' buying patterns.

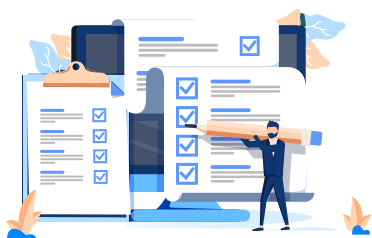
This helped them narrow down on a customized messaging strategy for every persona. The campaign gradually scaled response rates from the qualified prospective customers based on their action taken on emails. The email campaign was able to drive over 95% deliverability owing to the accuracy and depth of prospect data.

The client made significant gains through monthly "telephone & email" verified opt-in contacts list to boost CRM and sales efficiency. Through the emails collated and more follow-up campaigns using multiple digital channels, the campaign drove enquiries from 950 of their hottest oil and gas industry leads from the US, UK, Canada, Europe, APAC, EMEA, and other countries.

Lake B2B's comprehensive petroleum industry executives' directory gave the client a 360-degree view of the target's service needs, market opportunities.

It gave them competitive intelligence for disruptive multi-channel campaigns. A similar data delivery was done for the construction industry that aligned campaign messaging with accurately segmented audience needs.

Thus, with hyper-targeted data filters like Industry, job title, location, employee size, and revenue size, the client could now service its data-identified decision-makers in target companies. Together, with laser-targeted messaging, the campaign yielded massive conversions within the said deadlines.



THE RESULT

In the first 60 days of implementation itself, the client was able to win over new clients and generate net new business worth \$300,000.

By reaching a worldwide group of coveted new decision-makers, the service provider witnessed a 60% jump in enquiries from new accounts who were not nurtured with a sustained nurture campaign up until now.

Owing to high open rates and click-through rates, the client was also able to double repeat business from existing customers.

" We now know exactly who, when, and where to engage from among our data of unqualified leads and we thank Lake B2B for getting us that clarity."

"We are keen to take this journey ahead with you to reduce our sales TAT and build a robust, high-converting sales pipeline."

-David Bailey,
Account Sales Manager

[Contact Us Today](#)



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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