

B2B DATA RE-SELLER IMPROVES PROFIT MARGINS

A case study in application specific engineering:

B2B data re-seller partner improves quality and quantity

CLIENT DETAILS

Client: Large B2B data re-seller

Product: B2B Mailable Masterfile

Feature: D and SB email records, full marketing contact fields required (name, title, organization name, address, phone, email)

Application: Net new marketing record discovery, reference file creation

BACKGROUND

High volume business data compiler constantly seeking new data sources to maintain market leadership. Partner actively seeking new sources with reliable, consistent, quality supply. Lack of transparency frustrated deal making and data selection. Unreliable data streams interrupted new revenue. With dozens of other data partners unable to perform, they needed a data solution set that met their margin needs, yet was consistent in delivery. They needed a true partnership to drive revenue and sought out database industry titans Every Market Media for a solution.

SITUATION

For any data solution provider, it's essential to manage the data's hygiene to the users consuming it. For large-scale providers, multiple applications means a reference set that can be tailored for hundreds of marketing applications. Phone marketers require one level of verification while display partners require another. Acquiring a high quality phone or email set only solves part of the problem.

SOLUTION

The customer needed a way improve the consistency of data supply without driving down margins or lowering product quality. The answer to the problem was a tailored version of the EMM B2B Masterfile with regular quarterly updates and monthly updates of highest performing individual sources. This allowed the customer to better synchronize build schedules while being able to integrate the best data for high revenue applications very rapidly. With supply steady, they could now focus on driving revenue from more applications.

CLIENT BENEFITS

- **Added 31% net new, full record business contacts to production database**
- **Contracted, consistent supply chain**
- **Increased revenues directly attributable to net new data**

RESULTS

Having specific, consistent quality data supply drove new dollars to the bottom line while securing earned future revenue. For complex data installs, the Every Market Media B2B Masterfiles deliver value that your marketing services firm can take to the bank.