Case Study

Experian is a global leader in providing information, analytical tools and marketing services to organizations and customers for managing the risk and reward of commercial and financial decision.

CASE STUDY - EXPERIAN:

Highly Targeted Technology List from Thomson Data Turbo Charges Experian PLC for New Market Penetration

EXPERIAN IN A GLIMPSE

Experian is a global leader in providing information, analytical tools and marketing services to organizations and customers for managing the risk and reward of commercial and financial decision. Founded in 1996 they are a global information services group with operations in 44 countries, the company now employs 17,000 people with corporate headquarters in Dublin, Ireland building an annual revenue of $50 million.

CASE IN BACKGROUND

When a trusted partner of *Experian* expressed the desire of new product launch in technology domain, they expected a performing list of key decision makers for leading technology companies.

Experian's inexperience in dealing with high quality technology list made it extremely difficult for them to gather lead intelligence of online customers and forward the same to their client within time. Targeting to capture sales and brand visibility across USA and Canada, they needed a focused B2B technology *lead database* possessing the key decision makers for easy and fast conversions.

CHALLENGING AREAS

- Equipping Experian's presence in the *Technology* sector from scratch

- Building client's internal database

- A focused technology list that would lower their marketing costs

- Highly deliverable mailing list focused on technology like Microsoft Dynamics, Oracle CC and B and Oracle PU's.

Case Study

SOLUTION PHASE

Scorching through our extensive information banks and utilizing our global network of *data sources*, Thomson Data was able to deliver Experian specification with ease. For a timelier and accurate delivery, we adopted a three-fold approach synchronized according to their demands:

Analyzing and Sourcing

Thomson Data started by understanding Experian minutest expectation and sourcing a *credible technology list* from across our database and data partners that was meticulously cross checked to write off any errors, dilapidated entries and repeat details. After which the data went through 6-stage verification process of updation and optimization.

Verification and Compilation

After final completion of verification process, Experian's list was finally compiled to be served into the format of their choice for *easy integration* into internal CRM system.

Delivery

The final list was delivered into *.CSV format*, post-compilation the technology list was uploaded to client's database via a secure, double-encrypted FTP connection, for maintaining *security and data privacy*.

RESULTS

The list got delivered in a record time of *5 days* that left Experian thrilled and absolutely satisfied. Thomson Data helped Experian complete a deal that was painstakingly difficult but yet a genuine necessity. With the feedback received from Experian, their client was extremely delighted with the performance and deliverability by securing a *B2B response rate* of over %. The products were launched across USA and Canada with ease drawing revenue of whopping *694.32%*.

ABOUT THOMSON DATA

At *Thomson Data*, we know it is not always presenting the best of list to your clients. More importantly, it's about reaching the right clients, at the right time with the right message. In addition, we make sure that the campaigns are able to draw the maximum of ROI with every dollar invested.

Specializing in delivering sales leads, email/data appending, application development and online marketing solutions, Thomson Data is committed to provide cost effective data services that can help companies expand to reach new prospects and enhance communication with existing customers.

Providing list database service that includes fast delivery, simple management, and responsive, knowledgeable customer support we make sure that your every deal or campaign is reached to the pinnacle of enablement, cost effectively.