Case Study

THOMSON DATA

European based IT service provider.
Informix and other databases data access
solutions development

Customer Name: Luxena Software

Industry: Software

Solution proposed: Email appending and business email list.

About Luxena

Luxena Software Company is a European based IT service provider, which was founded in 2001 in Kiev, Ukraine. Our main activities concern Informix and other databases data access solutions development, IT-services and software outsourcing. We now serve customers from 34 countries all over the globe.

Background and Challenges:

Growth in the company was directly proportional to the growing marketing challenges and they needed a strong support to maintain the pace.

Luxena Software was facing following challenges

- Prospect database with incorrect email ids
- Wanted to reach out to a niche target market

How Thomson Data helped achieving their goals:

Thomson Data appended Luxena Softwares database with 75% append rate. Thomson Data could diligently clean the existing prospect database with correct contact details. Thomson Data also built custom data based on customers target demography. Thomson Data provided 15,560 fresh contacts based on Luxena softwares internal prospecting database. Thomson Data deployed 4 Data profiling experts to profile the customers database.

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Results

- 75% append rate
- Luxena Software used the data for email marketing purpose and got 6% response rate from the campaign
- 500% ROI
- 95% accuracy on email appending and business email list

Luxena Software has been most thankful for all the work that Thomson Data put in: "We got 500% ROI and we are excited to use Thomson Data's service for all the future online marketing initiatives"
Greg Herald, Marketing Professional

About Thomson Data:

Thomson Data is committed to providing cost effective data services that can help companies expand reach to new prospects and also enhance communication with existing customers. Thomson Data provide highly responsive mailing list and email lists that are custom built based on various demographic selects to help clients reach the right prospects.

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