

## SMARTe's Global Contact Discovery & Data Enrichment Solutions helped software asset management company to have a healthy contact database which can achieve 3x ROI for their marketing campaigns

### Their Top 3 Challenges:

- > To maintain and enrich accurate and relevant business contacts based on multiple filtering criteria
- > Target look-alike companies to gain technology insights of competitors along with information of contacts from the security industry
- > Specific Targeting – Information of companies and contacts based on the target profiles

### About SMARTe

SMARTe works as a true agile DaaS partner to provide 'high quality global data' fueled by data science. We use proprietary focused crawling and NLP technologies coupled with decades of domain expertise and of data normalization delivering highly relevant and most accurate prospect data.

For demo or to learn more visit [www.smarteinc.com](http://www.smarteinc.com)

#### > Total Contacts Delivered:

42000

#### > Solutions:

Global Contact Discovery  
Data Enrichment

#### Countries Covered:

- > Global



### SMARTe + Software asset management company

Our client is a leading provider of leading suppliers of Software Asset Management products & services drive down software costs & ensure license compliance.

They use SMARTe to create a Global Contact Database, maintain the health of their global data with Data Enrichment.

### SMARTe's Solution:

SMARTe's Global Contact Discovery and Data enrichment has helped our client to maintain the health of their database resulting in higher ROI of their sales & marketing funnel.

- > Our solutions collate contact data through various sources enabling us to meet stringent quality and SLA guaranteed data.
- > We leverage our in-house expertise of technology + human intervention to source contact data for multi-country, multi-lingual and complex targeting requirements.
- > That is the reason why many global enterprises rely on SMARTe for custom-built, highly accurate data and intelligence, which is not easily available in the universe.

### Key Takeaways:

**Accurate database** – Mapping all the CRM fields as per requirements makes it easy for the client to target their marketing campaigns with proper segmentation

**Relevant decision makers** - Complete insight into qualified/educated buyers from competitive and partner user-base

**ROI** - Manifold increase in campaign response rates, resulting higher ROI

**Identification of potential buyer personas**, lead qualification criteria and relevant value proposition.