SMARTe
Sales and Marketing Effectiveness

SMARTe's Global Contact Discovery & Tech Install Base Solutions helped a pioneering data integration software company to carry out focused marketing campaigns backed by global data and market intelligence

Their Top 3 Challenges:

> **To create a global repository** of accurate and relevant business contacts based on multiple filtering criteria

> **Target profiles** based on complex job title, defined location (country, region, city levels), industry/domain specific

> **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

> **Total Contacts Delivered:**
   42000

> **Solutions:**
   Global Contact Discovery
   Data Enrichment

   Countries Covered:
> Global

SMARTe + Data integration software company

Our client is one of the pioneers in data integration technology, their benchmark products and solutions powers on-premises as well cloud models for data integration, data quality, and big data needs of numerous global enterprises.

They use SMARTe to create a Global Contact Database for MEA-Iberia, Spain, Portugal, Nordic Regions and APAC (Hong Kong, Japan, Singapore), Healthcare accounts from Northeast, Central Regions (USA) etc.

SMARTe's Solution:

> For the varied and dynamic data requirements of the client, SMARTe offered a combined solution of Global Contact Discovery & Tech Install-base for ongoing sourcing, append and refresh of data.

> Catering to focused campaign needs, we provided contact data and tech install-base insights for look-a-like customers, account based marketing, trigger based campaigns, etc.

> 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 reply on SMARTe for custom-built data and intelligence, which is not easily available in the universe.

Key Takeaways:

Highly customized and accurate data - Target profiling based on subscriber segment; Contacts across Geography, revenue, functional role.

Relevant decision makers - Identification of potential buyer personas; Refreshed and most relevant contacts.

ROI - Increased ROI on Marketing Campaigns, Audience Development efforts, Advertising Campaigns.

Reliability and scalability - Adherence to stringent SLA Levels; Software based approach makes the contact generation scalable.