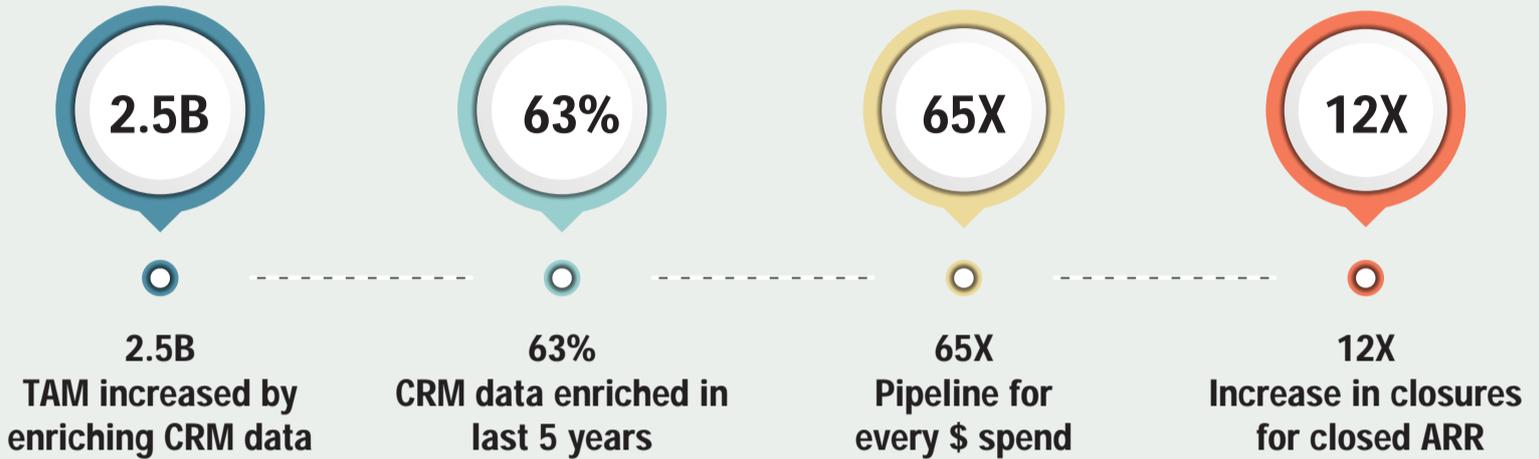# SMARTe as a data partner increased CRM data coverage by 63% with real-time health analysis and enrichment improving the prospecting efforts

5 YEARS POWERING SALES READY DATA

2.5B	**63%**	**65X**	**12X**
2.5B TAM increased by enriching CRM data	**63%** CRM data enriched in last 5 years	**65X** Pipeline for every $ spend	**12X** Increase in closures for closed ARR

Customer:

A leading On-Demand Customer Relationship Management platform enabling sales management, marketing automation, partner relationship management and customer service.

Customer Challenges:

They had a vision of developing an advanced target sales strategy. Unfortunately, over 41% of the contacts in their CRM system were missing, duplicates, invalid data making it impossible to segment audiences for their targeted outreach campaigns.

› Sales was missing opportunities on prospective "eager to buy" target buyers

› Multiple vendors were providing off-the-shelf and rented lists but most of the information was not updated hence there was a constraint on targeting ICP

› A stale, outdated contact database meant that team could not easily map and pull the personas it was interested in, resulting in inaccurate account targeting capabilities and increase in bounce rates.

The SMARTe Solution:

› **CRM Enrichment -** Using DataGenie, we scrutinize, cleanse, verify and enrich your data. Hence, you always have functional data of the highest quality

› **Data Discovery -** Relevant Contacts helps gather Intelligence around decision makers with verified email address to accelerate your new prospects who resemble your best customers

› **Accounts based Sales Development -** SDR's receive rich set of information and profiling around company level attributes of each accounts providing accurate information with direct dials on key accounts using our Bespoke Contacts solution.

SMARTe Deliverables:

› Sales teams got access to a complete, accurate, and in-depth market intelligence data gaining visibility into dozens of disparate industries

› 63% CRM contacts data was enriched over the last 5 years

› 95% Data discovery & enrichment used by SDR/BDR /Marketing powered by SMARTe

› Match rate was at 51%, higher than their historical match rate

› Quality percentage of data enriched by SMARTe measured at 91%

› Our vast coverage across job titles, job role keywords have helped them get a better productivity and better response rate

› Our reliable, accurate data solution delivered the up-to-date granularity to power its major 5 persona-based prospecting activities.

Business Benefits:

5 years of using SMARTe, the customer saw a clear improvement in their sales productivity. They got a 360° view into their leads, contacts and accounts and bettered their **CRM health** status of the entire data-base.

› Reduction of the SDR's research time by 40% increased their efficiency by 80%

› The campaign response rates increased from 9% to 19% thus adding more leads in the sales pipe line.

> *"SMARTe has been a game changer for us. Over the last 5 years, we have been furnished with excellent quality data. We have achieved 12X in closed business ARR and 65X in the sales pipeline."*
>
> *- Sr. Mgr. Marketing Database (Europe)*