

A Leading Provider of Cloud-based Communications and Collaboration Solutions Drastically Improved Their Sales and Marketing Outreach

Cloud-based
Communication

Collaboration

Unified
Communications

Our client is a leader in Unified Communications as a Service in terms of revenue and subscriber seats. They provide varied solutions to enable today's mobile and distributed workforces to be connected anywhere and on any device through voice, video, team messaging, collaboration, SMS, conferencing, online meetings, contact center, and fax.

They also offer PBX features such as multiple extensions call control, rule based call-routing and answering along with video conferencing and web conferencing. They provide varied solutions that cater to both small businesses as well as large enterprises.



The Situation



Selling to Small Businesses was Challenging

Their solutions did not require any capital investment or maintenance contracts which drastically lowered customer costs and had the potential to disrupt traditional on-premises PBX providers. Yet, they found selling to Small Businesses (50-200 employees) challenging because of low contact coverage, lack of accurate contact numbers and other niche data required to get in touch with their prospects (mostly business owners) directly over the phone.



Selling to Large Enterprises Required Accurate Bulk Data for Campaigns

In complete contrast, selling their solutions to large enterprises required them to market their products through strategic campaigns. Running successful campaigns and maximizing impact of those campaigns demanded high-quality contact and company data with accurate email addresses.



Compliance to Data Privacy Regulations

Post GDPR, all European campaigns required to have opt-in data which many vendors were unable to provide. The company's Data team led by their Chief Marketing Data Scientist were looking to operationalize an ABM strategy allowing for strategic engagements with prospects.

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The Solution

SLA Guaranteed, 100% Accurate Contact Data to Target Decision Makers

- SMARTe delivered highly customized global data of 29952 companies and 56328 contacts that were 100% accurate and phone-verified using a combination of technology and human intelligence.
- We provided them with a prospect database that is customized according to their specific project requirements based on unique personas, industries, titles, and more.
- The database had custom-built GDPR compliant double opt-in company data and customer data list with verified emails and direct dial phone numbers across different geographies.

100% Accurate Email Addresses for Data-Driven Strategic Campaigns

- Relevant Contacts delivered 159702 contact data (Customer Success Managers, IT, Admin, etc.) and 89283 company data with 100% SLA guaranteed email addresses for their mass and strategic email campaigns.
- In addition to Global Contact Discovery, our Data Enrichment services streamlined their CRM/MAP data. It ensured we provided 100% accurate, SLA guaranteed emails.
- To support their territory specific sales engagements, SMARTe delivered Global Data which includes Australia, New Zealand, Europe and North America.



SLA Guaranteed
Data



100% Accurate Contact Data and
Email Addresses



GDPR-Compliant
Double Opt-in Data



Global Data - Australia, New Zealand,
Europe and North America

“ SMARTe is an integral part of our data integrity and lead generation strategies. Thank you, SMARTe team, for exemplifying a rare form of service and professionalism in today’s age.

- Chief Marketing Data Scientist

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The Result



350K+
Contacts Delivered



100%
Accurate Direct Dials



430K+
CRM Data Enriched



89K+
Account Data Delivered



100%
Accurate Email Addresses