Smarte
Sales and Marketing Effectiveness

A Multinational Computer–Aided Design Software Company Improved Lead Quality and Accelerated Their Sales Cycle with Customized B2B Data

SaaS	3D Design	Cloud Based Collaboration

Our client is an American multinational software corporation that builds computer-aided design software, 3D modelling, animation and rendering services for architecture, engineering, automotive, construction, manufacturing and media industries.

The company develops a broad range of software for multiple verticals that caters to a very niche market. They offer single-user (stand-alone) as well as multi-user (network) licenses which allows their clients the flexibility to choose the license that works best for their businesses.

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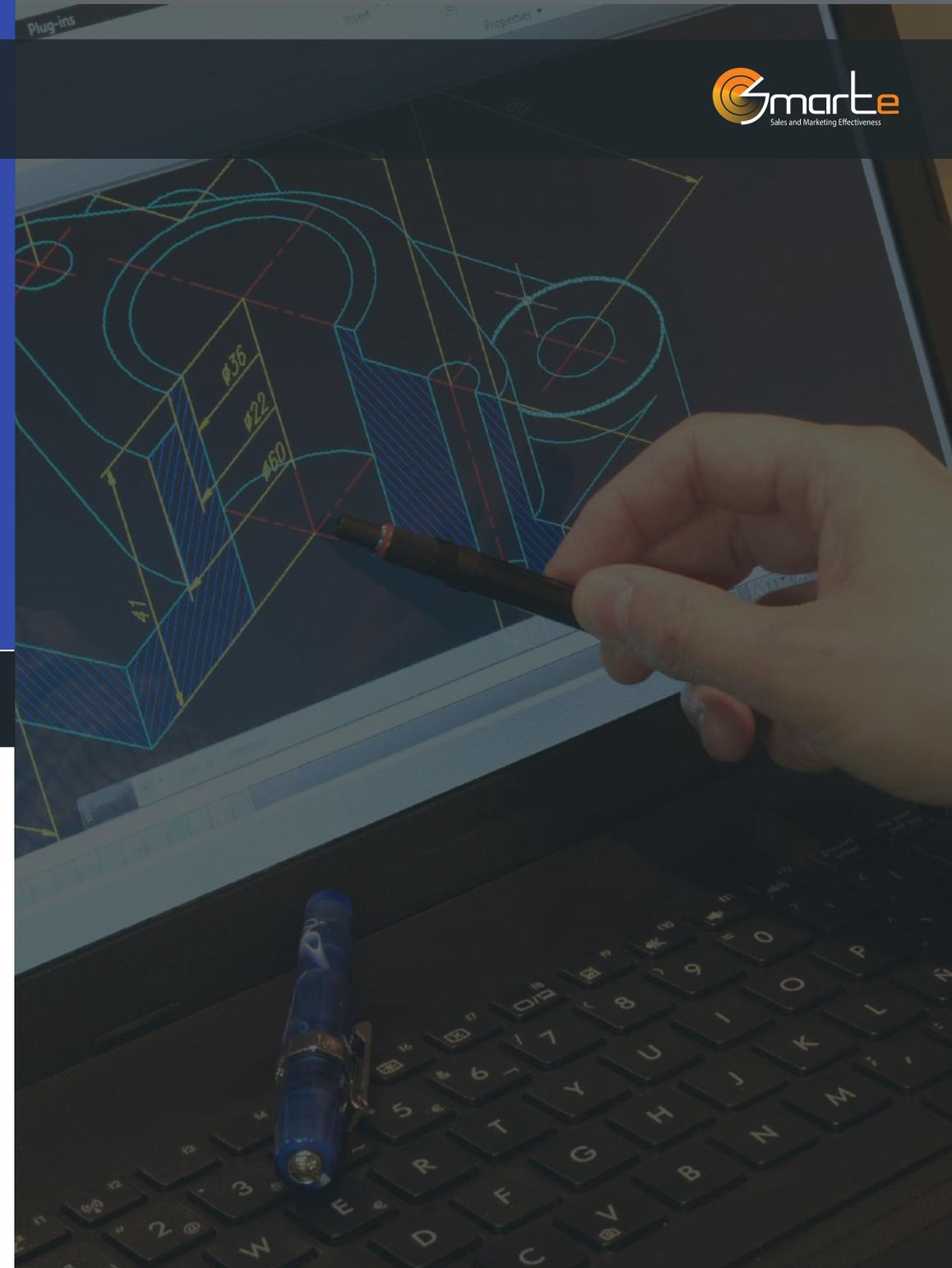
The Situation

Extremely Niche Target Market
Most of their target base had people working in various levels (Head, C-Level, Director, Manager) of functions like Hydraulic Engineering, Plastic Engineering, Architecture, Fluid Engineering and so on. This makes it critical for them to use customized B2B leads to be able to market and sell effectively.

Challenge of Targeting Micro SMEs and Individual users
The biggest impediment faced by the company when it came to selling stand-alone licenses to micro SMEs and sole proprietorships, was acquiring contact information of individual users (e.g. CEO or proprietor). Due to the lack of information available around such contacts from any of their public profiles, there was a need for human intervention to acquire their data.

Decentralized Marketing Teams
Without a centralized leadership in place, they had separate marketing teams and heads handling different verticals like architecture, engineering, etc. Consequently, they needed a hyper targeted approach to sales and marketing with could only be facilitated by customized B2B contact and company data.

The company was faced with the challenge of selling stand-alone licenses (single user licenses) of their software to individual users and Micro SMEs.

Without good data and sales intelligence, no new prospects were flowing into the pipeline, limiting revenue growth to existing customers only.

B2B business intelligence customized as per their specific project requirements based on unique personas, industries, and titles will motivate their marketing and sales teams to generate high-quality leads and thereby boost revenue.

The Solution

- SMARTe delivered highly customized global data of 30,000+ companies and 60,000+ contacts that were 100% accurate and phone-verified using a combination of technology and human intelligence. SMARTe Bespoke helped them target individual users and micro SMEs who could benefit by their products and unique licensing strategies. This invariably led to a faster sales cycle along with a 9x improvement in their sales conversion.

- We provided them with a prospect database that is customized as per their specific project requirements based on unique personas, industries, and titles. Having a decentralized marketing team was not a drawback anymore.

- To support their territory specific sales engagements, SMARTe delivered Global Data for the regions EMEA, APAC and North America. The database had custom built GDPR-compliant company data and customer data list with verified emails and direct dial phone numbers across different geographies.

- Their sales team was able to connect with their target accounts confidently with double opt-in contact data and human verified phone numbers of contacts across the world.

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Global Data for the regions EMEA, APAC and North America

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> " *We were delighted with SMARTe's Data Quality; their professionalism and how the research team went the extra mile to get us a customized dataset worked best for us.*
> *- Global DemandGen Manager* "

The Result

60K+
Contact Data Delivered

100%
Accurate Direct Dials

30K+
Company Data Delivered

100%
Accurate Email Addresses

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