

A Leading Provider of Data Management Products and Solutions Boosted Their Sales Efficiency by Over 200%

Data Management

Sales and Marketing Productivity

Email Verification

Our client is one of the most trusted names in customer data quality. As one of the leading players in data quality, their role is to ensure companies have all the tools they need to tackle complexities of data administration and regain certainty with the integrity of data assets. Their platform is comprised of software services and solutions that help organizations know where they stand with respect to data and enable an ongoing assessment and toolset to correct data issues.

With useful data quality and compliance solutions, our client helps organizations make better decisions that drive more leads, close more deals and confidently plan for continued growth.



The Situation



Lack of an Effective Contact Discovery Platform

Most of the average contact discovery and marketing lists they had, were either incomplete or irrelevant. In most cases, important data was missed. Prospecting on such data was wasting critical SDR time. It became challenging for them to identify key decision-makers from just job titles. Only job titles do not reveal the exact role of an individual in any company. They were finding it difficult to identify the right person to connect within any account.



Extremely Niche Target Market

The company's target market consisted of very niche titles. Most of their target base had people working in various levels (Head, C-Level, Director, Manager, Admin) of functions like CRM, demand generation, marketing operations, sales operations, and so on. They needed a tool which could help them perform granular contact research, and create buyer and account profiles to align sales and marketing efforts.



Unavailability of Direct Dials and Mobile Numbers

They had recently hired 100 new sales representatives for a new global outreach strategy. However, they did not have mobile numbers and other useful business intelligence required to reach out to decision-makers quickly. Their ability to procure direct dial phone numbers diminished and so did their revenue from sales.

There was a need for a tool which could help them perform granular contact research, and create buyer and account profiles to align sales and marketing efforts.

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The Solution

- **Advanced Search and List-Building Capabilities**

Powered by a massive data pool of over 120 million contact data, SMARTe Discover provided them with access to net new data through prospect discovery by harnessing target personas for ABM or target accounts, along with firmographics, technographics, and advanced list-building capabilities.

Discover's hyper-persona segmentation offered the ability to search with specific keywords across a person's profile covering levels, functions, titles, roles, job responsibilities, past experience, skills, locations, and more.

- **Seamless Data Delivery to CRM**

With seamless data delivery to their CRM, they were able to identify new contacts from their target accounts and update your CRM in real-time with fresh contact data. They were also able to fetch mobile numbers of prospects in real-time from within the CRM interface.

- **Accurate Direct Dials and Mobile Numbers**

With direct access to decision-makers, SDRs could improve their connect rate drastically. They were able to connect to decision-makers within 12 dials instead of the earlier average connect rate of 20:1. This improved their sales efficiency by over 200%.



Advanced Search
Functionality



Hyper-persona
Segmentation



Access to Direct Dials and
Mobile Numbers



Seamless Data Delivery
to CRMs

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SMARTe has been a critical part of our data integrity and ABM outreach strategies. Discover's advanced List-Building capabilities coupled with accurate direct dials motivated our team to aim higher and hustle harder.

- Senior Director, Marketing Operations

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The Result



50K+
Direct Dials Delivered



360K+
Credits Allocated



40%
Increase in Connect Rate



200%
Boost in Sales Efficiency