

ENABLED A FORTUNE 100 TECHNOLOGY COMPANY TO FORMULATE EFFECTIVE MARKETING CAMPAIGNS WITH CONTACT MASTER DATA MANAGEMENT (MDM)



ABOUT THE CLIENT

Client is a Fortune 100 tech company based out of Silicon Valley with over 1M contacts in their marketing database.

The firm develops, manufactures and sells networking hardware, telecommunications equipment, and other high-technology services and products.

CHALLENGE

As the client's contacts were procured from various sources, the contact data lacked a uniform format.

Due to duplicate/invalid contact data, the marketing team was facing a challenge in targeting the right audience for their planned campaigns.

APPROACH

To solve this problem, we leveraged Sancus to –

- Cleanse the contact database & create a single version of truth using ML algorithms and custom feature generation based on the contact name, email address and company
- Synced the cleansed contacts with the right customers to create a contact database that served as a master dataset for effective execution of marketing campaigns

KEY BENEFITS

- ✓ *Cleansed and accurate data allowed the client to understand priority contacts to be targeted*
- ✓ *The marketing team of the client was able to tailor its marketing campaign and reach out to the right contacts for priority firms*

RESULTS

- 5% increase in click-through rate of marketing campaign emails due to the ability to target the correct contact
- 2% increase in renewal revenue for subscription business driven by the increase in click-through rate