

How an IT consultancy company improved their **ROI** from email campaigns & data hygiene solution

Case Study



The Client

The Client*, an IT consultancy service provider based in Halifax, provides infrastructure support to IT companies across North America. Their business goal is to improve data flow in every organization by streamlining data flow and by improving the layout of data servers.

Business Challenge

The Client generated leads through the following channels: email campaigns, website sign-ups, and event registration. As much as 35% of new customers were coming through website registration and majority of leads through email campaigns.

The main objective of the email campaigns was to reach as many IT professionals and decision makers as possible and get favorable results.

Despite using in-house list for their campaigns, the response was below industry standards and much below its earlier recorded rates. All parameters from the campaign showed dismal performance – low open rate, less inquiries, and fewer website visitors. The marketing department required fresh list of prospects from IT business. Moreover, existing data was riddled with misinformation, invalid data and inconsistent entries.

The Solution

The Client got in-touch with Span Global Services to avail the latter's data solutions. Due to past bad experience from different data vendors, the Client always had a negative perception about purchasing list from the third-party.

Span Global Services took this as a challenge, more so to show the Client the importance of purchasing a list from a reputed data provider. Span Global Services first assessed the in-house list quality and understanding the buyer persona of the Client. Span Global knew there was a problem with the target market and titles targeted by the Client. After conducting their primary research, Span Global's market analysts came with new insights on best buyers and titles.



As per the new criteria, Span Global's team fetched fresh and contacts from their master database. This data was presented to the Client to run their email marketing campaigns.

Apart from list services, Span Global provided the following data solutions and list hygiene services:

Bad Data Out – Quality Data with List Hygiene

Apart from list building, Span Global conducted list hygiene on in-house list. Using the proprietary tool Span Global did auto-cleaning and manually scrutinized doubtful data. During this data hygiene process Span Global appended fresh data to the in-house list such as email address, direct mailing address, and phone numbers.

Refined Data using Data Segmentation

Span Global segmented the huge in-house list the Client had industry-wise so that the Client will be able to launch targeted and industry-specific marketing campaigns.

Data Validation & Verification

Span Global later ran a data validation and verification process on the entire in-house list of the Client. Span Global did both email verification and tele-verification.

Email Campaigns

Finally Span Global launched a successful email marketing campaign on the fresh list as well as on the updated in-house list. The result was extremely positive.

Measurable results:

All these data refinement processes, building new lists, and planned email distribution resulted in superb responses in the first three weeks of the campaign. The Client was overwhelmed with the results of the campaign.

- 37% increase in inquiries
- 24 new Clients were added in just a month
- 30% increase in website visits from email campaign



“With great results in IT lead generation, we recently achieved a record growth in the second two quarters and Span Global Services has played a critical role in this. These guys really took care of our data, to the extend we regained our out-customers and dramatically improved the size of prospect database. We are planning to ensure we build a long-term relation with Span Global”

Rachel Martin, Online Marketing Manager

**Name of the Client has been withheld for privacy reasons*

