



LBDigital's Data enables a large computer server manufacturer to increase their sales by 50%

A large computer server manufacturer approached us, looking for a data provider who could supply them with multichannel B2B data for their telemarketing and email marketing campaigns.

Given the niche nature of their audience, we recommended our custom audiences, which enable brands and agencies to supply us with a list of keywords and receive a tailored audience for their exclusive use.

For this campaign, the client supplied us with keywords that focused on servers, business servers and their own brand name. Using these, we generated a few hundred thousand in-market hashed emails every other week and were able to match these to 170,000 B2B records with full text emails. After suppressing prior files, we supplied the client with 150K records for their telemarketing and email marketing campaign.

Results

After running their campaign, the client reported that the data was some of the cleanest and most accurate they have seen, enabling them to increase their sales by 50% and cut their sales cycle in half.

The client is now using the same data in their digital campaigns and internal marketing as well as using a new dataset, targeting consumers for gaming products.

“ Some of the cleanest & most accurate data we've seen. ”