



Datamatics Enables

Near 100% Contact Data Accuracy

for a Polish Technology Leader Using Custom Discovery Solution

About the Client:

The client is a global technology leader specializing in various mission-critical and innovative air, fluid, energy, and medical technologies. They help industries boost their productivity and efficiency through innovative services and solutions.

Industry Focus:

Industrial Machinery Manufacturing

Geography Focus:

Poland

Overview:

The client approached Datamatics Business Solutions to fortify their presence and extend their market influence across various sectors within the Polish region. They were looking to maximize customer engagement by launching a series of hyper-targeted marketing campaigns.

Objective:

The project required our team to meticulously devise a Data Discovery process that involved primary and secondary research, which systematically verified and validated the desired contact information. Our team of data experts executed multi-layered searches for acquiring firmographic and demographic data, with stringent quality benchmarks ensuring almost 100% contact accuracy.

Business Challenges:

Focused on the Polish geography, the client faced significant challenges in addition to the language hurdle. Some of the biggest challenges include:



Limited familiarity with new markets and potential opportunities



Absence of comprehensive customer profiles for effective prospecting



Necessity to engage a diverse range of potential customers



Language barrier arising from the non-English-speaking country context

Datamatics Solution:

Upon carefully understanding the customer requirement, the Datamatics team of experts was quick to tailor a solution comprising:



A dedicated team of 25 data analysts & researchers for custom Data Discovery procedures



A multi-layered web research validation approach for firmographic and demographic data



Multi-layer data review process



Real-time updates on targets, anticipated outcomes, and actionable steps



AI and ML techniques to tackle challenges related to volume, speed, quality, and scalability

Study Approach & Methodology:

The approach and methodology employed a multi-layered web research validation approach, which helped achieve accurate data for enhancing the outreach efforts. Furthermore, Datamatics' intensive research methodology led to acquiring pertinent data, contributing to the success of marketing campaigns. Datamatics consistently provided high-quality data for various marketing initiatives.

Business Gains:

Using our custom data discovery methodology, the client was able to achieve:

~100%

contact data accuracy for marketing campaigns



Grow customer engagement using AI and ML techniques



Meet stipulated marketing goals within the timelines set



Achieve high-quality data for various marketing initiatives



For more information, contact marketing@datamaticsbpm.com

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About Datamatics Business Solutions Limited (DBSL)

Datamatics Business Solutions is a technology-driven outsourcing partner for global enterprises. With our AI-based data solutions, we deliver 100% clean, structured, and customized B2B data solutions to global fortune 1000 companies, growing enterprises, and start-ups. With our hybrid data delivery model employing human data expertise and the digital ecosystem we have been able to deliver B2B data solutions with utmost precision resulting in shorter sales cycles and growing revenues for our global clients.