

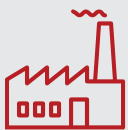
Datamatics
Enables **Bespoke
Contact Discovery &
Data Enrichment**
for the World's Top
CRM Company



CRM
CUSTOMER
RELATIONSHIP
MANAGEMENT

ABOUT THE CLIENT:

The client is a US-based CRM cloud platform and a global leader in sales & marketing, customer service and analytics solutions for enterprises and small & midsize businesses (SMBs). The company specializes in industry-leading CRM solutions and a plethora of customer-centric enterprise applications across marketing automation, e-commerce and customer experience management.



INDUSTRY FOCUS:
Across Industry Verticals

GEOGRAPHY FOCUS:
Global



OVERVIEW:

As the company launches bespoke applications for the **SMB segment** regularly, the **Sales & Marketing teams** need the right data and contacts to reach the key stakeholders in SMBs. The client had a very specific business requirement, wherein they were looking for a partner to help them with contact enrichment and custom SMB contact building. The client needed a partner who can deliver the data with a quick **turnaround time (TAT)** at a **competitive cost**.



BUSINESS NEED:

The client works with multiple data partners depending on specific B2B data requirements. However, for this project they were looking for a partner with expertise in researching and building custom **B2B contact lists** for their **SMB account base**. We understood the business need perfectly, the scope of work and the tight timelines for delivery. The biggest challenge for the project was the lack of **custom contact data**. Having understood the business requirements we were able to devise a bespoke solution that leverages **Artificial Intelligence (AI), Machine Learning (ML)** and several custom parameters to arrive at the right data set.

DATAMATICS SOLUTION:

We engineered an **AI/ML based solution** to enable the client's team to reach their SMB account base with precise contact details. Our **AI platform** gathers global customer data from social platforms and online resources. The data is then enriched by **ML algorithms** to deliver **precise target lists** of SMB contacts. Using the platform, we are also able to identify contacts with prior **experience in CRM systems** within their SMB account base.

SOLUTION HIGHLIGHTS:

- Datamatics delivered **100%** accurate B2B data leveraging our **AI/ML** platform
- Data build was done within the **given timelines** and the **specified budgets**
- **Bespoke data** sourcing and **data enrichment** done as per the business criteria

KEY BENEFITS:

Datamatics delivered these key benefits to improve the client's business outcomes

- **1,000,000** data records were sourced and enriched within a span of 2 months
- We were able to deliver **custom B2B contacts** on a large scale with tight timelines
- Enabled the client to get deep coverage across industries and **buyer personas**
- A **double-layered QC process** to ensure that the data quality is up to the best standards
- We were able to deliver the highest quality output with **scalability** and **quick TAT**

ABOUT DATAMATICS BUSINESS SOLUTIONS

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.