



How a

# Leading Enterprise LMS Platform Boosted Data Accuracy & Pipeline Growth with DBSL



**Industry:**

Enterprise SaaS – Learning & Development

**Geography:**

North America, EMEA, and APAC

Case Study

# PROBLEM STATEMENT

The client, a global LMS provider, was struggling with two connected issues:

1. **Their CRM data had become messy and unreliable**, slowing down sales operations and causing marketing teams to target the wrong accounts.

2. **Their demand generation engine wasn't performing at scale**, leading to inconsistent lead flow and lower-than-expected conversions from their campaigns.

They needed a partner who could clean up their data, enrich their accounts with fresh insights, and generate consistent, high-quality enterprise leads.



# CHALLENGES FACED

Customer records came from multiple sources over the years. As a result:

## ✔ **Fragmented and outdated CRM data**

Customer records came from multiple sources over the years. As a result:

- 27% of their CRM had missing fields
- 14% contained duplicates
- Key contacts lacked accurate job titles, emails, or company information
- SDRs were spending almost 30% of their day verifying data manually



## ✔ **Limited visibility into buying groups**

The sales team struggled to identify who the real decision makers were within enterprise accounts. This led to:

- Low personalization
- Longer sales cycles
- Missed outreach opportunities



## ✔ **Inconsistent top-of-funnel growth**

The client's internal demand gen efforts were stretched thin.

- Syndication partners delivered mixed results
- Email campaigns weren't targeting the right personas
- Lead volumes fluctuated heavily month to month



They needed predictability, quality, and speed—all at once.

# SOLUTIONS OFFERED

We understood the challenges faced by the client and proposed a combination of our data and demand services.

## 1. Comprehensive Data Cleansing

We conducted a full audit and clean-up of their CRM. This included:

- Removing duplicates
- Normalizing data fields
- Fixing formatting inconsistencies
- Validating email addresses and phone numbers
- Standardizing industry, employee size, and region fields

By the end of the project, 91% of records were fully usable and compliant.

## 2. Account & Contact Enrichment

We enriched their top 5,000 enterprise accounts with fresh information:

- Verified senior decision makers and influencers
- Updated job titles, locations, and department mapping
- Added buying group roles for L&D, HR, and Operations
- Enhanced technographic and firmographic data

This helped their team identify multi-stakeholder buying groups 2x faster.

## 3. Scalable Demand Generation Program

We launched a blended campaign using content syndication and targeted email outreach.

### Content Syndication:

- Distributed their thought-leadership and product content to L&D and HR decision-makers
- Prioritized US, UK, and DACH regions
- Set strict filters for job roles, company size, and engagement intent

### Email Campaigns:

- Built persona-based workflows for L&D Managers, HR Directors, and Training Leaders
- Optimized subject lines and messaging based on A/B testing
- Implemented progressive profiling to improve future nurture paths



# RESULTS ACHIEVED

## ✔ Fragmented and outdated CRM data



**91%**

clean and validated CRM data (up from 59%)



**28%**

reduction in SDR time spent on manual data checks



**3,200+**

enriched contacts from key enterprise accounts



Improved lead routing accuracy by

**35%**

## ✔ Demand Generation Outcomes



**1,150**

new qualified leads generated in 90 days



**33%**

lift in engagement across email campaigns



**42%**

increase in MQL-to-SQL conversion rate



Delivered a steady and predictable monthly lead flow from prioritized markets

# BUSINESS IMPACT

With cleaner data, better contact intelligence, and a consistent pipeline flow, the client's sales and marketing teams were finally aligned. This allowed them to focus on high-value conversations, not administrative cleanups.

The client reported that this combination of data and demand generation services helped them create a more predictable revenue engine and increased their confidence in scaling outreach across regions.



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# FROM THE CLIENT



Partnering with this team was one of the best decisions we made for our marketing and sales operations. Our CRM had been a mess for years, and they not only cleaned and enriched our data, but helped us actually understand our buying groups in a way we never had before.

What impressed us most was the immediate impact on the pipeline. Within just a few weeks, we started seeing consistent, high-quality leads coming in through their content syndication and email programs. Our SDRs finally had accurate data to work with, and our conversion rates jumped noticeably.

They've been proactive, transparent, and incredibly easy to work with. It genuinely feels like they're an extension of our team.

— **Director of Global Demand Generation**

