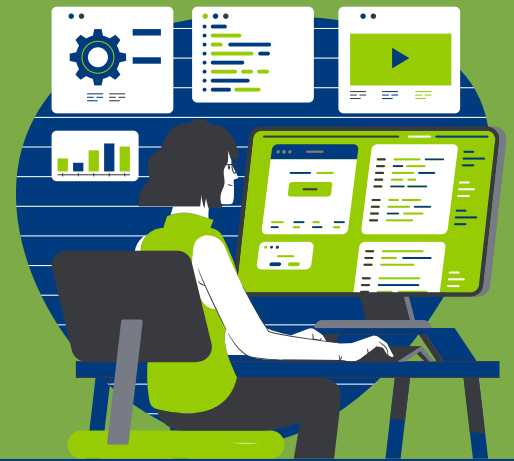# SUCCESS WITH LIST BUILDER

A large computer server manufacturer tries our B2B custom audience data and sees their sales increase by 50%

## RESULTS

**70%** match for re-activation
Match with the client's customer data file enabling customer re-activation for cross-selling opportunities

Cut sales cycle in **HALF**
Improvement in the client's sales cycle

**50%** sales uplift
The uplift in sales reported by our client when using our data

**FOLLOW-UP** campaigns
Our client is using the data in their digital campaigns and internal marketing

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

Large Computer Server Manufacturer

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.

## APPROACH

Given the niche nature of their audience, we recommended our List Builder product, which enables brands and agencies to supply us with a list of keywords and receive a custom 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.

## CONCLUSION

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.

**For recommendations or custom queries, contact:**
Mark J. Traverso, 954-489-3008,
mark.traverso@lighthouselist.com

## LIGHTHOUSE LIST COMPANY

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