

CASE STUDY

of

PRINT & DIGITAL DOCUMENT
SOLUTIONS COMPANY

SOLUTION PROPOSED

Data Cleansing
&
Data Appending

Client Background:

The client is one of the leading Print and digital document solutions companies in the US, with a global presence and offices in 160 countries. They offer products and services to provide clients with the best print solutions - all under one roof.

Challenges:

When initially contacted us, the client had a sizeable database of 18K+ business data. While they diligently collated their data over the years, as the database increased, they started facing several challenges, including:

- Website Not Opening
- Address Mismatch
- Wrong Phone Number
- Wrong Fax Number
- Website Blocked
- Getting Other Country Address
- Collecting DUN's Number



Blue Mail Media was contacted to provide a data cleanse and enhancement project, which would support their primary objective of having a current and cleansed contact database that could give the much-needed boost to their marketing campaigns outcomes.



Solution:

Before the project launch, many areas were planned and discussed by thoroughly understanding the client's needs. Based on the strategy we divided the process into two phases.

Phase 1:

Blue Mail Media took the task of data cleansing on priority and started working carefully with the client to plan and execute a data cleaning exercise, which successfully achieved a match rate of 41% for the given data.

The client provided the below data, and this is how our team worked to support the client's objective of a cleansed and enhanced customer database.

- The client provided 18k+ addresses; we cleansed the full address & 5980 addresses were enhanced.
- The client provided 15k+ Phone Numbers, we cleansed full phone numbers & 4560 phone numbers were enhanced.
- The client provided 10k+ fax numbers, we cleansed all the fax numbers & 7210 fax numbers were enhanced.



Phase 2:

After thoroughly cleansing, the data appending process was carried out by our data experts. Extensive verification and data updation process was conducted throughout the duration of the data appending exercise to help identify any areas of the database which could be improved or changed. This helped us to provide the following appended data:

- DUNS Number -12k+
- SIC Code with Description - 17k+



Final Outcome

The client acknowledged our precision data cleansing and enrichment services. They also appreciated the speed and dedication with which we delivered the project. Besides satisfaction and peace of mind, the client witnessed the following vital benefits after receiving cleaned, enriched, and updated data from us.



Achieved **41%** Match rate,
which is more than industry
standards

Clients saw **4X** growth in
revenue from marketing
campaigns



Clients were able to reach the
targeted audience without any
mismatch in the data.



Connect with the Leading Experts in the B2B Industry

Blue Mail Media provides customized B2B email and mailing lists configured as per industry, geographic regions, demographics, size of the prospective market and so on. With a motive to support your sales and marketing teams in the lead generation process, Blue Mail Media maintains a rich directory of decision makers across all industries and provides marketers with complete access to information to reach out to their prospects via emails, physical mails or telephone.



**10 Years of Industry
Expertise**



**100 Million Business
Records**



**1+ Million
Verification Calls**



**8+ Million
Verification Emails**



**Served 2k clients
Globally**



Know more about our solution and get the best service for your business.

1640 Highland Falls Dr, Ste #302, Leander, Texas 78641

1-214-396-5609 | sales@bluemailmedia.com

www.bluemailmedia.com



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