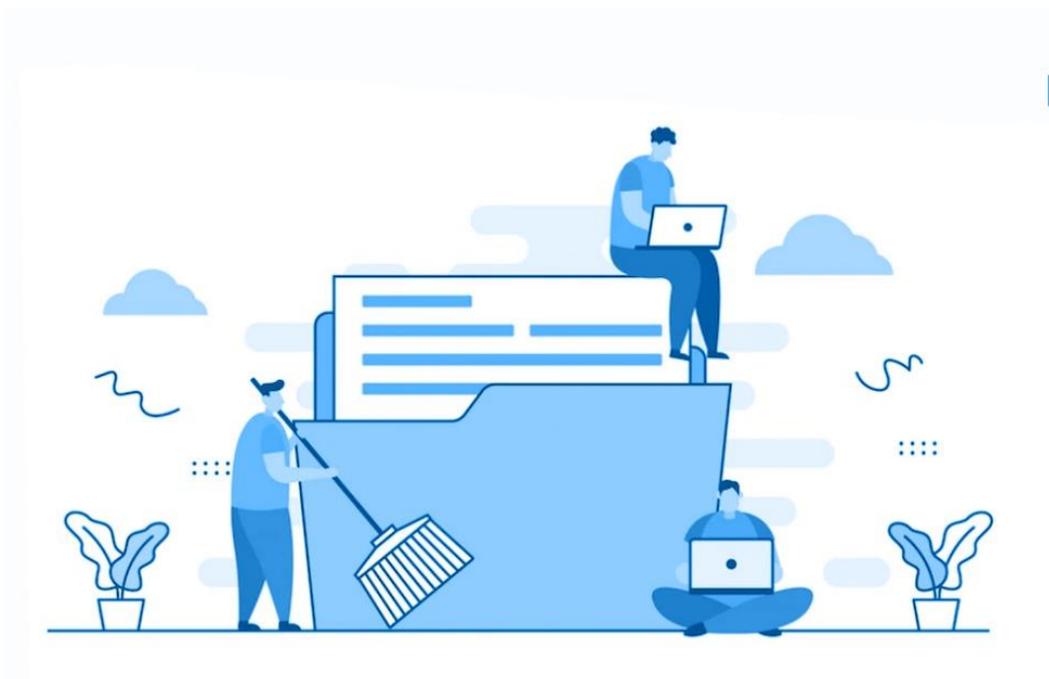


Data Cleansing for Marketing Technology



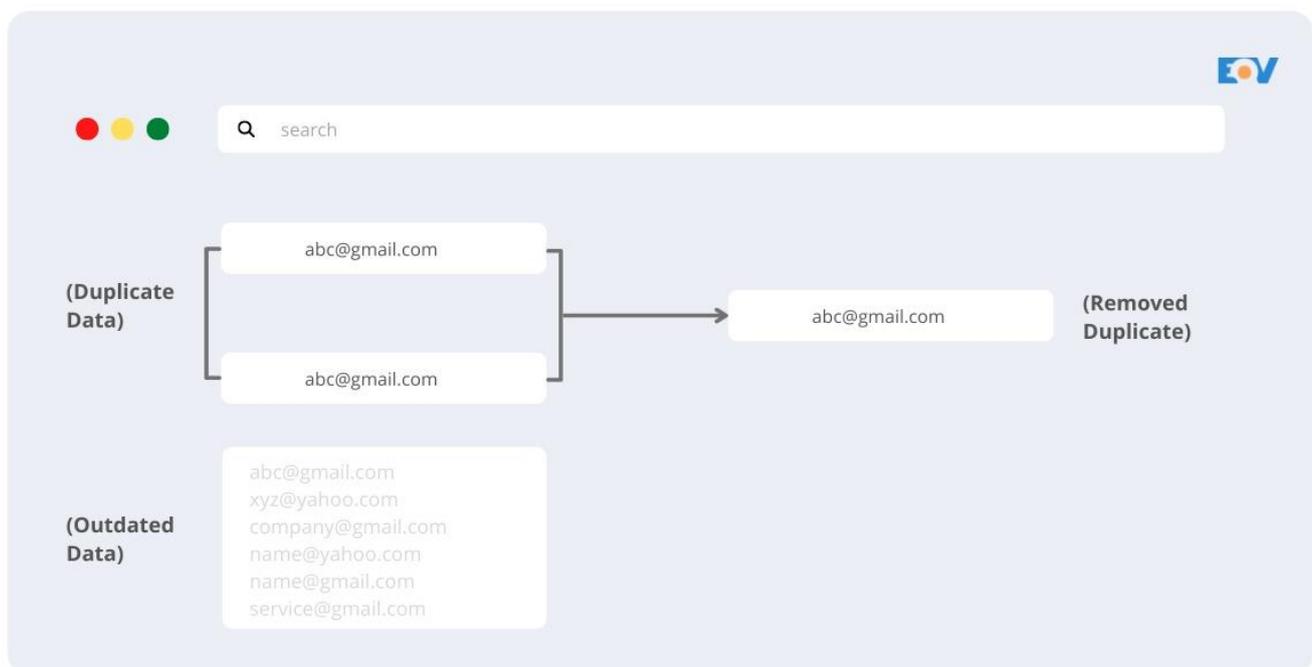
About Client:

The client is a Martech Company providing end to end marketing technology headquartered in Silicon Valley, USA, operating business across UK, Singapore, Middle East, Australia and Japan. Client helps transitioning business from conventional method of operations to data driven operation, ensuring improved bottom line and overall sales.

Business Challenges:

The client came up with the problem which had data which were outdated. It included various duplicated data or near duplicates which were not useful. There were data which were incomplete and missing. They needed a platform which would help them or provide them genuine data which would be more useful and allow the client to reach far more real customers.

Marketing mailers are sent to 1,500,000 potential contacts but likely to reach only 45% customers, the reason being incorrect data of customers.



The Solution:

- The team developed a platform which provides data on workflow-based & automated with analyst verification.
- The platform records were pre-processed for abbreviations and spelling errors
- It removes personal names, typically with first & last name (and sometimes middle initial): 18.5% data in case of bad or duplicate data
- Also removes records not found online & no website, 6.6% such businesses – likelihood of business existing is very low
- The platform was developed in a way that it searches 30+ external sources and companies' websites to enrich data with 30+ attributes e.g. URL, parent company, key contacts 52.8% records with exact match – accurate address in client data
- 22.1% records where SMBs moved within 25 miles of the original address
- 2.4% records where the business was either closed or moved more than 25 miles from original addresses
- 22.7% records not found via geo-location but verified using additional sources and machine learning to predict with 70% or more likelihood of being a correct addresses

How we executed?

Our developers thought to design a platform that will be for managing data as well as for validating it. The platform was thought in such a way that it will automatically cut out the outdated data, so that there is no duplication of data.

- The platform was designed in such a way that it would autodestruct the outdated data if not validated.

- The platform was developed using Microsoft SQL and Business Intelligence and the cloud was using AWS.
- Our team had several meeting during the development keeping the requirements of the client in mind.

Results:

After developing the platform, client extracted some good results from the Solution. The results achieved by our developers:

- The platform was developed and delivered before time.
- Cost for development was less than what was projected by other solution provider in the market
- The solution was ready to use in less than 60 days
- Within the first month of the platform launch the client received increase in responses through customers.
- With a survey it was known that the mails now reach to almost 76.45% customers.

