

NetProspex Success Story



"By cleaning and standardizing our database, my life is a whole lot easier."

Jeff Canada, Senior Manager of Demand Generation, Media Math

CHALLENGE WITH INACCURATE DATA

The marketing team at MediaMath was having trouble ensuring that they were communicating effectively and intelligently with their target audiences at the right times.

Their marketing outreach programs were largely based on forms submitted through the company's website and lead generation lists at events. Realizing that they were lacking comprehensive and accurate information about most of the people in their contact database MediaMath had to take action. Specifically, the marketing team felt that they did not have the necessary insight to gain a full picture of their targets. MediaMath was unable to communicate with their prospective audience in a way that reflected an understanding of the problems they were likely experiencing.

DATA ENRICHMENT FROM NETPROSPEX

Though Canada worked with other marketing data management services in the past, he felt confident that NetProspex' offering best fit MediaMath's needs due to ease of set-up, competitive cost, and helpful customer service team.

Canada was also part of our Enrichment Connector beta testing team. His substantial input throughout the testing phase allowed us to enhance the product to better meet the needs of our clients. By being part of the process and seeing firsthand how determined the NetProspex technology team was to meet the needs of the end user, it was an easy sell for him to his company that this truly was the best solution in order to meet their marketing goals. "We had to keep those forms brief and limited to a minimum number of fields in order to keep conversion rates high, but still wanted to collect and maintain that rich amount of data you would have if you asked for information on 10 fields," Canada explained. "NetProspex proved very useful in helping us do that." Additionally, MediaMath relied on NetProspex to secure more information about the people they met at events. Throughout December, Canada Noted, tons of customer data becomes available through holiday parties and gatherings. However, not all attendees share all the correct information. Canada was able to upload the records into Marketo and run the data through NetProspex Data Enrichment to enhance more than 70% of their records. MediaMath also found that utilizing Data Enrichment through NetProspex on an ad hoc basis to look at individual leads before particular engagements helped his team gain great insight into their prospects. This allowed them to send targeted messages specific to aspects like job title, industry and company firmographics.

- + Specifically, the marketing team felt that they did not have the necessary insight from website forms to gain a full picture of their targets.
- + "Being able to enrich the data allows us to make sure we attend the right events with the right return on our marketing investment"

CHALLENGE

Due to incomplete and inaccurate data generated through website forms, events and legacy systems MediaMath—a company that helps agencies and advertisers plan, execute, optimize, and analyze marketing programs across the digital landscape—struggled to:

- ▶ Secure verified and complete contact information for their target audience.
- ▶ Gain insights into details about prospects company information, verticals and job

SOLUTION

MediaMath partnered with NetProspex to leverage a range of marketing data management services intended to expand, clean, and maintain the company's marketing contact database. Here's what they did:

- ▶ Cleansed their marketing database to remove all irrelevant and outdated contacts.
- ▶ Utilized Data Enrichment with NetProspex to send more effective messaging targeted to their buyers' needs and deliver relevant content based on where that prospect was in the buyer's journey.
- ▶ Used Marketo Connector to enrich inbound leads generated through web registration forms.



RESULTS

The MediaMath team more than doubled the conversion rates from MQL to SQL via their online demo request forms. By reducing the number of required fields and utilizing NetProspex Data Enrichment for Marketo they were armed to target the right people with the right message.