



**How a Manufacturing
Company's Revenue
grew by 20% using
automated and
integrated data
appending services**

Manufacturing Industry Case Study

By Global Email Lists

The Client

The client has been a worldwide leader in diverse line-up of vehicles all over the world. With its revolutionary efforts in the application of new technologies, the client is striving to create outstanding global-friendly products.

The Scenario

The client's teleservices group was experiencing a difficulty in new customer prospecting campaign which in turn led to reduced conversions, information loss and loss of revenue. At the same time they were required to improve their campaign strategies and metrics including contact information, proper management of data records and more clearly communicate about special services and latest offers to customers.

Solution

Global Email Lists' worked closely with the teleservicing group to completely understand their business challenges and that they need to upgrade their existing database with the latest accurate contact information and technological features. Our Data Appending service is by far the most robust data optimization tool that not only helped the client with valid records of the prospective customers but also quick information processing. We have helped them with the most appropriate campaign strategies and metrics with a deeper understanding of consumers' characteristics by overlaying demographic information. Furthermore, our data cleansing assisted them to manage all facets of quality data management and newsletter campaign services gave them better visibility on the products and services and special offers that subsequently saw unprecedented quarterly growth.

Result

Based on our automated and integrated data solution, the client observed a massive growth by the 1st quarter that gave them a global stand in the marketplace. Moreover, they grew by 20% in terms of revenue. Today, the client can easily access to a large number of prospective customers without any geographical barriers saving time and money.

Testimonial

“We are extremely proud to be adding Global Email Lists to our growing array of value added services for listed companies. With its website attracting such large numbers of daily visitors, their ability to pull the most accurate data from our massive retail sales system, clean it with a usable tool provided quality assurance and the highest level of service within a very short project turnaround time. We value Global Email Lists 's expertise as a data aggregator and their robust and dynamic campaign solutions, that generated high traffic and high sales, which is why we decided to partner with them on this value-added initiative for our is|suers.”

*-Robert A. Miller
Senior Vice President-Product Development*

