CASE STUDY:

Target Account Expansion

An innovative approach that utilizes predictive technologies to identify revenue opportunities
Challenge

Client was seeking to expand their prospect accounts to include small to medium sized Managed Service Providers (MSPs). The traditional methods such as industry codes (i.e. SIC/NAICS) provided limited success while trade publications were only effective in identifying large MSPs (i.e. Top 500).

Solution

Oceanos crafted a five-step strategy that combined professional guidance with custom technology to identify and score accounts for client review. Contact discovery was initiated against those companies approved by the client.

**Step 1: Build Account Pool**

Oceanos identified approximately 80,000 companies that aligned to a broad set of technology-related industry codes.

**Step 2: Establish Key Words**

Oceanos and the client collaborated to identify a list of key words/phrases one would expect to find on a managed service provider's website. These phrases included: managed service, cloud storage, desktop support, disaster recovery, business continuity, and like terms.

**Step 3: Website Scanning**

The accounts and key words were loaded into the Oceanos web search application. The application scanned the company’s website for each key word and then computed a score based on presence, frequency, and the importance of the word or phrase.
Step 4: Score & Prioritize
The accounts were ranked and sorted with the top tier provided for client review. The client’s sales group approved, on average, 55% of accounts reviewed.

Step 5: Identify Key Contacts
Target contacts were sourced at the approved account from a network of third party databases, along with custom web and social media discovery.

Results

Within the first three months, the client expanded their named account base by 30.2% and added over 6,500 greenfield contacts. Marketing included these new prospects within a nurture campaign while Sales started facilitating a direct relationship. The client’s pipeline was transformed, enabling them to reset their annualized revenue projections.

Let’s talk about how smarter data can lead to a better marketing automation system and more revenue for your organization. We’re here to help!
info@oceanosinc.com or 781-804-1010
Oceanos: Where Data Becomes Intelligence

Oceanos wraps advisory experts with technology to create a powerful value proposition. Technology is enabling us to capitalize on big data, including social and third party sources to discover, enrich and score data. We’re also integrating our solutions with leading marketing automation and sales platforms, so that you can access them in real time.

Our customer base includes companies of all sizes and from nearly every industry. Within these organizations, we’re helping our clients drive demand generation and sales to transform their pipeline and close deals. Utilize Oceanos for:

■ **Cleanse and Append** – Cleanse your database of bad data, and append information to make the remaining records complete

■ **Contact Gap Analysis** – Determine which contacts you have, and where Oceanos can supplement at each of your Target Accounts

■ **Contact Discovery** – Strategically purchase contacts to fill your pipeline and meet your sales goals

Integrate with us!

Utilize the [Oceanos Cloud Portal](http://oceanosinc.com) for Cleanse and Append. For users of Eloqua, Marketo and Excel.

Learn More

■ Visit [oceanosinc.com](http://oceanosinc.com)