CASE STUDY:
Contact Discovery Face-Off: Third Party vs. Custom
Challenge

After expanding into the virtual 3D graphics space, our client relied on Oceanos to identify highly targeted contacts within the architecture, engineering, and construction (AEC) industries.

Solution

Once the audience definition was established, Oceanos developed a strategy to identify AEC professionals at organizations utilizing computer-aided design, manufacturing, and engineering (CAD/CAM/CAE) platforms.

The first task required Oceanos to create a named account list. The Oceanos research team accomplished this by analyzing competitive intelligence (CI) mined from several sources. The CI component laid the foundation for contact discovery.

After identifying the target account list, the Oceanos team began searching for optimal contact records. This project included two data types: third party and custom discovery. Third party sources include crowd-source, publisher, and research databases. The custom discovery piece utilized web and social media research and served to identify contacts unavailable within third party. Custom discovery involved mapping keywords and titles that were relevant to AEC professionals, including computer-aided design, research and development, and design engineering.

In order to remove incorrect or misaligned data, both groups of contact records were exposed to a series of Oceanos hygiene treatments, including email verification and a social media screen.

Those contacts that passed validation were placed in an Oceanos-designed A/B environment to compare the performance of third party versus custom contacts.
Results

When comparing the results, contacts procured through custom discovery significantly outperformed those from third party sources. From an open rate perspective, custom data outperformed third party two-to-one. The results were even more compelling for the click through rate. The third party contacts yielded a 0.54% click through while custom posted a stellar 2.24%, a 315% lift.

Performance Results: Third Party versus Custom

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

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