Challenge

A global leader in energy efficiency and sustainability provided Oceanos with 250,000 contacts that were being considered for inclusion within a multi-touch direct mail and email demand creation program. Oceanos was tasked with analyzing the audience and isolating 150,000 contacts for campaign inclusion.

Solution

The Oceanos team architected a strategy utilizing all components of the Data Optimization Cycle. Using these steps as the framework of the program, each contact was analyzed to determine campaign eligibility based on both individual and account attributes.

The first step, as with any campaign, was to work in collaboration with the client to establish an audience definition. This step identified the key job titles, roles, and responsibilities that the client sought to reach within the campaign.

The following step, Internal Data Asset Validation, was employed as a means to remove any incorrect and misaligned data from the contact pool. The data audit process included email verification and a social media screen. This process ensured the exclusion of contacts that represented zero revenue opportunity from the final data set.

With the data cleansed, the next step was Contact Valuation, which included a myriad of intelligence attributes. These attributes consisted of technology installs, technology budget/employees, trigger events, social media, and firmographics. Each attribute was weighted based on its predictive value. The model was run, assigning a score to every contact. For each account, the top seven contacts were selected based on their score and the remainder were suppressed. The surviving contacts were ranked based on their valuation score and organized within deciles.

Contact Gap Analysis was the final step. This process provided visibility into the contacts missing at each account. Based on the gaps and using the above Contact Valuation model, 15,000 third party contacts were discovered and scored to expand reach and provide a high quality standard.
Results

After going through the Data Optimization Cycle, the original audience of 250,000 contacts was reduced to 135,000 and augmented with 15,000 net new to reach the goal of 150,000 contacts. The results of the hygiene treatments are summarized within the calculator below. The return was clear: a $57,082 cost savings. Not only did the customer see a monetary savings, but the increased audience precision drove stronger dashboard results and marketing-generated revenue.

<table>
<thead>
<tr>
<th>Task</th>
<th>% Disqualified</th>
<th># of Contacts</th>
<th>Direct Mail Cost Per Piece</th>
<th># of Touches</th>
<th>Total Cost Savings</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data Cleanse - Email</td>
<td>2.7%</td>
<td>6,844</td>
<td>$0.40</td>
<td>2</td>
<td>$5,475</td>
<td>9.59%</td>
</tr>
<tr>
<td>Data Cleanse - Social Media</td>
<td>3.0%</td>
<td>7,431</td>
<td>$0.40</td>
<td>2</td>
<td>$5,945</td>
<td>10.41%</td>
</tr>
<tr>
<td>Account Capping</td>
<td>22.9%</td>
<td>57,078</td>
<td>$0.40</td>
<td>2</td>
<td>$45,662</td>
<td>79.99%</td>
</tr>
<tr>
<td><strong>TOTALS:</strong></td>
<td><strong>28.6%</strong></td>
<td><strong>71,353</strong></td>
<td><strong>$0.40</strong></td>
<td><strong>2</strong></td>
<td><strong>$57,082</strong></td>
<td><strong>9.59%</strong></td>
</tr>
</tbody>
</table>

Savings: $57,082
Cost: $23,180
ROI: $33,902
ROI %: 146.3%

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 for Cleanse and Append. For users of Eloqua, Marketo and Excel.

Learn More

- Visit oceansinc.com