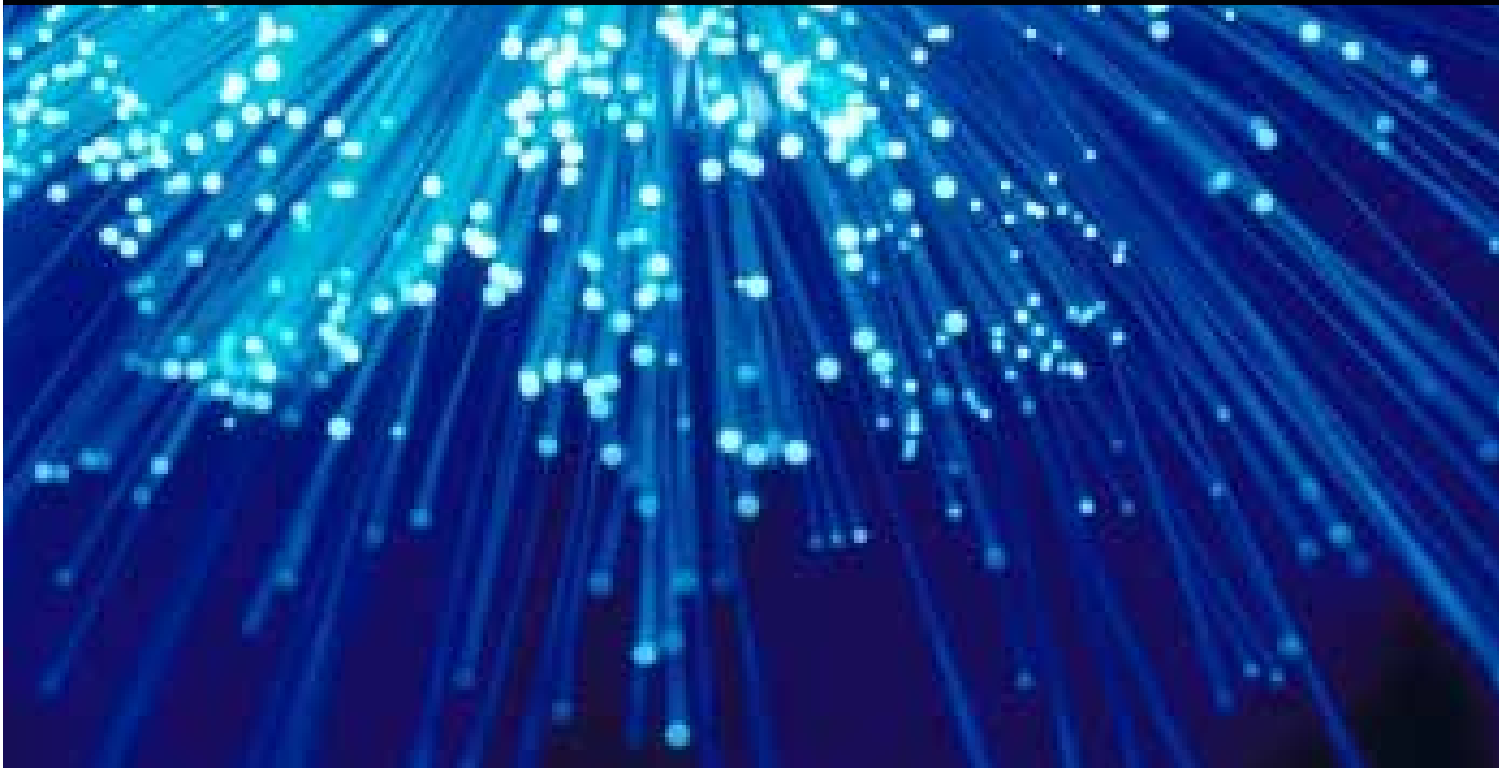



CASE STUDY:

# Data Enrichment and Preference Categorization





## CLIENT PROFILE

**INDUSTRY: TECHNOLOGY**

**COMPANY SIZE: 400,000+ EMPLOYEES**

## Challenge

Oceanos was tasked to cleanse, enrich, and preference-categorize 100,000 client-contributed contact records. All contacts were missing a job title and a percentage had no activity within the last 24 months. The categorization component of the project entailed mapping and scoring over 30 client-defined interest areas.

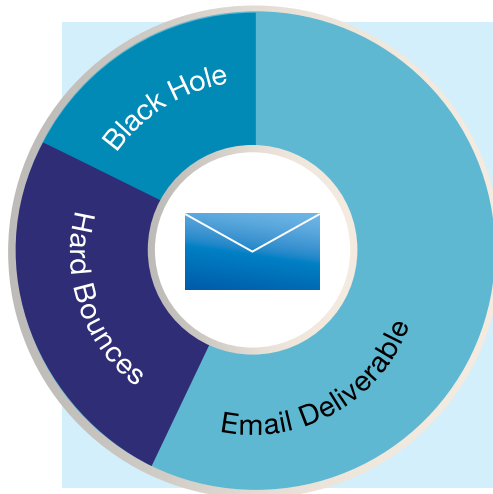
## Solution

Oceanos first applied a series of hygiene treatments to isolate bad data, including email and social media verification. The surviving contacts were then processed through job title enhancement, which involved searching across social media platforms and millions of third-party contacts to locate the appropriate record. If a match was located, the job title was appended to the client-provided data.

The preference categorization presented the greatest challenge, requiring expertise from both the research and technology groups. The first step involved mapping over 30 preference categories by identifying keywords and phrases that were relevant to each preference. This research included reviewing over 17,000 LinkedIn Groups. With the keywords established, the intelligence was uploaded into a custom application that scanned each contact's job title and social media footprint for the presence of these key words. The application stored the keywords matches along with their frequency for each contact. The application then crunched the appended intelligence for each preference and assigned a low, medium, or high designation based on the relevance of each contact to the predefined category.

## Results

The email verification screen flagged 15% of the email addresses as undeliverable. The social media screen identified an incremental 7% as bad. In total, 23% of the contact universe was sidelined as bad data. The second step enhanced just under 50% of the contacts with a job title. More than 75% of the job titles were gleaned directly from the person's LinkedIn profile ensuring a high degree of accuracy.



Note: Results of the email verification screen. The “black hole” represents email addresses that didn’t hard bounce, but in which we have a low confidence in their accuracy.

First Name	Last Name	Job Title	Company	Address	City	State	Zip
Krista	Testa	Marketing Director	CA Technologies	100 Staples Dr	Framingham	MA	01702

**Job Level**: Director, Marketing Operations  
**Job Function**: Director, Marketing Operations  
**Sub Function**: United States | Computer Software  
**Company Name**: CA technologies

Current: Director, Marketing Operations at CA technologies  
Previous: CA technologies, MicroMO Electronics, The Centre for women  
Education: Masters, Organization Management at University of Phoenix

Send a message  500+ connections

Note: Social media verification effectively identifies incremental bad data. The illustration above highlights the process for both company name and job title verification. Since all client contributed-contacts were missing a job title, this step served to cross-validate employment status and job title enhancement.

The final step, preference categorization, grouped approximately 15,000 contacts by segment with a high, medium, or low interest designation. The table below provides a snap shot of the segments and scoring. This intelligence provided the client with an opportunity to prioritize and more effectively message contacts. The custom-built technology that drove the processing of millions of social media calculations is a great example of the customized solutions that Oceanos offers its clients.

**Preference Categorization Table**

Segment	High	Medium	Low	Segment	High	Medium	Low
Application Infrastructure	1238	151	1032	Enterprise Modernization	352	58	271
Application Lifecycle Management	227	28	199	Event-Driven Business Platform	229	28	128
<b>Application Security</b>	<b>140</b>	<b>33</b>	<b>99</b>	<b>Facility Management Software</b>	<b>73</b>	<b>2</b>	<b>36</b>
Big Data	127	7	119	Identity and Access Management	28	1	11
BlockChain	11	3	4	Information Integration and Governance	31	2	28
Business Analytics	95	3	88	Infrastructure Protection	242	24	185
<b>Business Process Management</b>	<b>90</b>	<b>9</b>	<b>50</b>	<b>Mainframe_System Z</b>	<b>218</b>	<b>29</b>	<b>137</b>
Cloud and IT Operations	227	28	199	Mobile Management and Connectivity	182	18	127
Commerce	88	6	37	Mobile Management and Security	27	27	27
Complex and Embedded Systems	178	22	121	Power Systems	281	78	280
Connectivity, Integration, and SOA	425	25	124	Security Intelligence and Compliance Analytics	227	12	115
Data Management	228	42	228	Smarter City Operations	27	2	21
<b>Data Protection</b>	<b>249</b>	<b>22</b>	<b>118</b>	<b>Social Collaboration</b>	<b>55</b>	<b>11</b>	<b>56</b>
DevOps	128	22	122	System Admin	7	2	7
<b>Enterprise Content Management</b>	<b>132</b>	<b>10</b>	<b>95</b>	<b>Unified Communications</b>	<b>147</b>	<b>30</b>	<b>99</b>
Enterprise Content Management	221	22	122	Web Systems	24	2	22
Enterprise Marketing Management	24	3	22				



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**

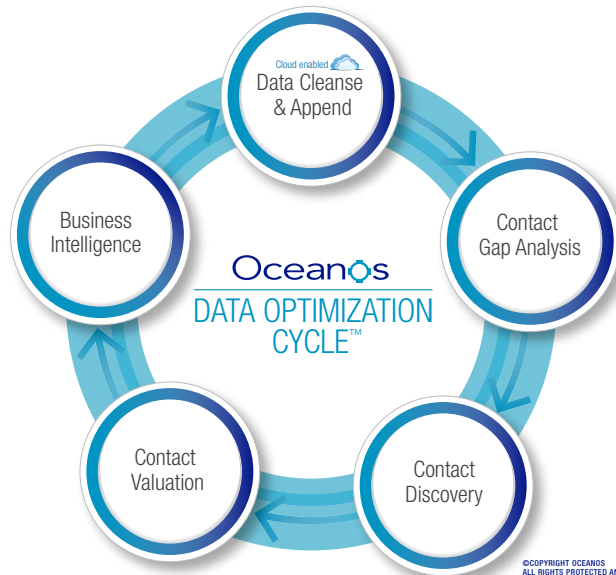
## ABOUT US

### 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 [oceanosinc.com](http://oceanosinc.com)