CASE STUDY:
Growing a database through Contact Gap Analysis & Discovery

Oceanos
A TechTarget data solution
Challenge

In order to increase marketing reach within the human resources (HR) function, the client wanted to better understand the condition of their contact database prior to strategizing a contact acquisition plan.

Solution

Oceanos introduced the client to the Data Optimization Cycle™. Comprised of five core solutions, each element of this framework works in cohesion to provide a systematic and sustainable data management strategy.

Prior to application of the Data Optimization Cycle™, both parties collaborated to establish the audience definition. This step classified the client’s key job titles, roles, and functions.

Upon completion of the audience definition, Oceanos initiated the first step in the cycle: Data Cleanse. This process involved passing the house contacts through email verification to identify and remove bad data. The client elected not to apply social media screening, but reserved it as a future option.

With the house data cleansed, Oceanos launched the second step within the framework: Contact Gap Analysis. Using only those accounts contained within the client’s database, gap analysis mapped the house contacts and identified net-new third party contacts based on the audience definition.
To provide the client with insight into how their account list compared to the overall market, the audience definition was used to identify Greenfield accounts (new accounts not present with the client database).

Gap Analysis provided the client visibility into the contacts they had, those that were missing, and those available within third-party sources. With an understanding of the contact density at each account, Oceanos architected a plan to close the most important gaps first.

Closing these gaps required application of the final two data optimization cycle solutions: Contact Discovery and Contact Valuation. Contacts were sourced from third party and custom-discovered via the web and social media. To assist in selection, Oceanos applied valuation based on each contact’s ProspectDNA. Oceanos collected intelligence attributes for each contact from various sources, such as social media, and applied a weighted value to ensure the best contacts were selected.
Results

The Data Cleanse isolated and labeled 16.4%, or 60,000 contacts, as bad. These contacts were removed from the client’s house database prior to initiation of Gap Analysis.

Gap Analysis provided valuable insight into the condition of the client’s database. This step revealed that only 35% of the house contacts aligned to the audience definition. The remaining 65% were comprised of vague, missing, or off-target job titles.

Gap Analysis identified a universe of 178,000 contacts that weren’t previously in the house file. Furthermore, the Greenfield accounts provided the client an opportunity to further widen their prospecting base.

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!

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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

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