CASE STUDY:
Find Opportunities with Trigger Event Intelligence
Challenge

A global leader in high performance network infrastructure solutions, turned to Oceanos seeking a new way to identify potential sales-ready opportunities.
Solution

Oceanos developed a strategy to identify IT decision makers at organizations with network-focused technology projects in the pipeline.

The first challenge was to establish the named accounts, which served as the foundation of the program. To accomplish this, our research team analyzed business intelligence from several sources to identify trigger events connected to companies such as VC funding and new construction. With the accounts identified, the next step involved collaboration with the client to establish the audience definition. Once the groundwork was in place, Oceanos procured the target contacts. This project included three data types: client-contributed, third party, and custom discovery. A portfolio approach to contact identification ensured a higher level of penetration within the named accounts. The custom discovery piece served to identify unique and less-fatigued contacts that were unavailable within the third party pools.

All acquired contact records were passed through our validation process to eliminate incorrect and misaligned data, as such records would provide no value to the sales team. Contact Valuation was then performed on the approved contacts to identify the top three contacts at each account. The contact with the highest valuation score was designated as the “lead.” These contact records were further decorated with unique attributes, including company firmographics, social media intelligence, and trigger events. Included in the valuation, these attributes prioritized opportunities and contacts. The final step involved mapping each contact to a business unit to facilitate seamless integration into the client’s CRM system and optimize sales engagement.

Results

The discovered opportunities were routed directly to sales for BANT qualification. The primary contact designation provided sales with increased confidence and proved to be solid entry points. This unique approach to opportunity development improved the collaboration between sales and marketing. This campaign remains active today primarily due to its positive financial returns.

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