

CONTACT DISCOVERY

Find the Right People in Your Target Audience

Oceanos
A TechTarget data solution

Serving as a hub for contact data, we ingest data from a network of partners including traditional data companies, publishers, and social networks. The result is over 70 million b-to-b contact records under management. This sheer volume of data empowers our List Optimizer™ to search deep within an account to find the best contacts for your sales and marketing initiatives.



But volume is only part of the equation. The Oceanos differentiator is our Data Quality Model. The model assigns a data quality score (DQS) to each contact. When a contact record is selected for purchase, a series of real-time hygiene treatments are applied and the DQS is modified. If the score falls below a set threshold it's suppressed to maximize accuracy.

Easy Integration

We make it easy for you to source contact records. If you don't want to deal with spreadsheets you can self-serve from within your CRM/MAP or via our API. Or you can opt to collaborate with one of our data technologists and we'll custom build the list for you. In either case ordered contact records will receive a real-time hygiene treatment immediately prior to delivery.



Run a Contact Gap Analysis

You'll learn the extent to which your house contacts align to your audience definition, and you'll gain insight into the contacts that you're currently missing. You will obtain a clear lens into the state of your contact data and the addressable market. This information ultimately serves as a blueprint for a custom contact acquisition strategy.

"Oceanos has been a fantastic partner by identifying new segments and continually growing our database with the right contacts. As a result, we have seen significant lift in deliverability, open rate and click throughs, thanks to Oceanos."

– Gary Katz,

Marketing Operations Strategy Expert,
Marketing Future Forum

CASE STUDY: Extreme Networks

Generate Marketing-Attributed Revenue from within the Target Audience

Extreme Solutions is a networking infrastructure company that offers hardware and software-driven solutions that help companies communicate.

Extreme Networks challenged four data providers (including Oceanos) to design and implement a data strategy to drive marketing attributed revenue. Within three months it was clear the 42,000 contacts that Oceanos contributed were outperforming the competitive peers. To date, the Oceanos provided contacts yielded 2.5 million in won revenue with another \$800K percolating in the pipeline.

“Our relationship with Oceanos has been paramount to our success. It’s a true partnership that focuses not only acquiring the right data sets for particular projects, but also on strategy behind what we’re trying to achieve. With Oceanos we’re buying true data intelligence, we’re not just buying lists.”

— Paul Green, Global Marketing Automation Manager for Extreme Networks

Challenge

- Design a data strategy that overlays the business objectives of the organization
- Create a partnership that helps generate marketing-attributed revenue from within the target audiences

Solution

- Use Oceanos’ contact discovery methodology to identify ideal prospects within named accounts
- Put the contact data through a series of hygiene and enrichment treatments

Results

- 42,000 targeted prospects within 1 year
- \$4.1 million in pipeline revenue
- \$2.5 million in won revenue with \$800k open to date
- 30X return on a \$33k investment in just 3 years

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