IMPROVING DATA QUALITY
TECHNOLOGY CONSULTING

BUSINESS CHALLENGE

Our client, a technological consulting firm, was struggling with targeted campaigns due to ineffective segmentation. Their database lacked standardized values, leading to poor customer insight and ineffective targeted marketing. They needed a strategy that would enable marketers that were unfamiliar with the marketing automation software to effectively create campaigns and drive revenue.

Couch & Associates, Inc. expertly designs, creates and enables programs that improve targeted communications and marketing efficiency.

By cleaning and segmenting various data sets, these programs can dramatically increase customer insight, lead scoring potential and conversion rates.

SOLUTIONS & BENEFITS

C&A developed and executed a strategy that was not only designed to clean and improve data sets, but also to enable employees to utilize the company's existing technology. By combining multiple technology stacks C&A was able to give the company's marketing team control of the data quality they were seeking while implementing increased automation to help them achieve better reporting and targeted communication.

By improving reporting, they were able to use their data to increase their insight into target buyers. Bettering their communication led to higher funnel conversion rates and an increase in revenue. The more efficient the customer profiling became the more effective their lead nurturing strategies were, and they were able to send out the right message to the right person at the right time.

The impact that this has on their business is:

- Cleaner data enables the marketing team to run more programs with higher productivity and efficiency

- The sales teams are able to use the more accurate insight and scoring to prioritize leads

WHY SHOULD YOU CHOOSE C&A?

Issues like these are typically solved by building a program that cleanses your data; however, most marketers do not have the knowledge to effectively use these systems.

C&A is able to design and build out the strategy and programs that will help your company with data segmentation, and they are also able to offer the expert training that will give your marketers insight into how they can use it most effectively.

This training provides companies with the necessary tools to increase their company's automation and therefore increase revenue and conversion rates. Each system is specifically created to meet the needs of each company, regardless of the size of the data set, and will ensure cleaner and more streamlined segmentation.

C&A is focused on offering expert training and consulting services to enable their clients to create more efficient marketing and business strategies. They are an experienced team that has been successful in helping their clients with everything from technical specifics all the way to overall executive goals.