

CREATING A CONSISTENT AND CENTRALIZED MARKETING DATABASE WITH CELSIUS CLOUD

Our client, one of the leading Telecom equipment manufacturers, wanted to create a central repository of data which could be used for their marketing activities across all countries. Celsius was able to create such a database by consolidating, cleansing, deduping and enriching all the data sets, enabling our client to achieve a single customer/prospect view.

THE CHALLENGE

- Our client had a requirement for a centralized EMEA marketing database incorporating partner, customer, prospect and lead information to be used for database marketing, segmentation, customer acquisition and cross-sell/up-sell campaigns activities.
- The starting position was the client's current data repository of approx. 45,000 account records across 20 countries in the EMEA region. An additional challenge was to collect and incorporate databases in use by national subsidiaries bypassing the central system.
- The client also wanted to identify which companies in the database were organisations over 500 employees, and to add missing data for this segment.

THE SOLUTION

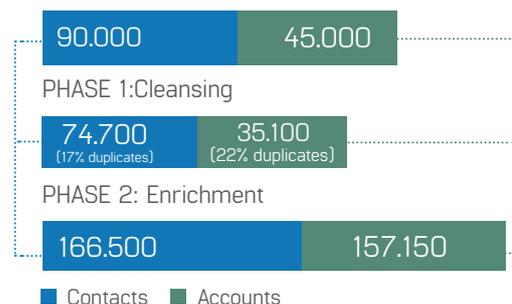
The company selected Celsius for the project. Celsius is an EMEA-wide B2B data cleansing and hygiene specialist with many years' experience in managing multi-country data.

- As a preliminary, Celsius ran an audit of existing data, which showed that the current data was often incomplete, inconsistently coded and formatted, and that marketing attributes were insufficiently populated to run proper segmentation.
- Work then started by consolidating all data sets, integrating the client's centralised data with that held across the countries.
- We then ran a major data cleansing and de-duplication programme, grouping and merging duplicate companies and contacts, cleansing and standardising addresses, telephone numbers and job functions, across the 20 countries.
- The clean data was then enhanced with account level information (industry coding, employee size, IT spend, etc.) and greenfield accounts were identified.
- Finally, data was sourced through third-party vendors and accounts enriched with C-level contact information.

THE RESULTS

The project lasted 6 weeks. The database was revolutionised, most notably with:

- After cleansing, the data was enriched, resulting in an improvement of 380% in Marketing Attribute population.
- Through data profiling, greenfield accounts were identified and sourced. As a result, accounts went from 45k to 157k.
- After enrichment through third-party vendors, contacts went from 90k to 166k.
- Through both sourcing and generation, the population of valid emails went from 38k to 117k.
- Enterprise organisations were profiled and an additional 9k greenfield enterprises identified and sourced.



“Celsius helped me tremendously to reestablish the trust in our campaign database. By cleansing, deduping and enriching our contacts we were able to increase our campaign results which makes everybody happy.”

- Our client's EMEA Marketing Director



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