

B2B publisher reduces uncategorized subscribers to less than 10%

Goals

- Identify unclassified subscribers with actual industry designation
- Report less than 10% unclassified industry
- Arm sales team with enough data to close the deal

Industry

B2B information and marketing solutions company serving the travel and meetings industry

The client, Northstar Travel Group, is a leading B2B information and marketing solutions company serving all segments of the travel and meetings industry. In December, Northstar approached Infogroup Media Solutions to help improve the quality and accuracy of their circulation classification in support of ad sales, circulation development and enhanced customer insight.

Results

At the start of the project, 38% of Northstar's subscribers were classified with an industry type of "Other"; and their sales team was reporting pushback from buyers on the high number of uncategorized contacts. The primary goal of the client was to convert the unclassified subscribers to an actual industry and significantly decrease that percentage of unknowns.

Solution

Infogroup Media Solutions performed a business append on two of Northstar's subscriber files. The first step was to append SIC to the original file.

The second step was to map SIC values to the client's qualification form.

The resulting file was quality checked and returned to Northstar, with the entire process completed in only 4 business days.

About

Infogroup Media Solutions empowers business, consumer, and nonprofit marketing professionals. Through our innovative data sets, media management, analytics, brokerage services and marketing solutions, we help lower the cost to acquire new revenue and hold on to current customers.



Comment from the Client

"During a sales meeting, one of our sales staff reported that an ad agency rep put her SM statement in the garbage and told her to talk to him when she knows who the Other/Management are. Now we can report less than 10% and re-open the door for discussion."