How ProPlus Data Helped Cloud Computing Giant Find Hidden Gems in a Sea of Accounts.

Overview

Our client, a cloud computing giant, struggled to identify high-value customers among their massive user base.

ProPlus Data helped them solve this problem by using advanced data analysis techniques. Analyzing user data to identify accounts with a high propensity to buy. Additionally, targeting the right decision makers with multi-touch email campaigns. **Delivering high volume verified leads (MQLs) ready for client's sales team.**

This data-driven approach resulted in targeted accounts converting into full-time paying customers for the client.

ABOUT COMPANY

Team Adopted Solution:
Scale, SMB, Deep Focus, Startup, Events.

Regions Covered:
ASEAN, India, Korea, Japan.

Solution Adopted:
Technographic Insight
Intent Data (Buying Propensity)
3-Touch MQL
Voice Verified Leads

Our Clients Web Services, is a leading cloud computing platform.

They offer businesses a wide range of services to store data, run applications, and manage their IT infrastructure – all online, on-demand, and on a pay-as-you-go basis.

PROBLEM STATEMENT

Traditionally, identifying buying propensity relied on broad strokes and guesswork. Our client **needed a more targeted approach to separate casual browsers from serious buyers.**

Pain Points

1 **Sheer Volume:** 200,000+ accounts meant sifting through a massive amount of data with limited insights into buying potential.

2 **Propensity Puzzle:** Distinguishing high, medium, low, and greenfield buying propensity was a complex task with limited tools.

3 **Market Nuances:** Understanding regional variations, especially in culturally complex markets like Japan, proved difficult.

4 **Limited Network:** Building a network of relevant contacts in key regions like ASEAN, India, Korea, and Japan presented a hurdle.

OUR APPROACH

1 **Technographic Insights:**
We delved deeper than basic demographics, by analyzing two key categories - AI/ML and Cloud Adoption, we identified accounts demonstrating a strong interest in these technologies.

2 **Intent Signals:**
We went beyond basic data to understand buying intent. Using sophisticated tools, we pinpointed the 10,000 accounts with the highest and high-medium propensity to purchase based on their adoption and deep-adoption of clients solutions and competitor offerings.

3 **Precision Targeting:**
We identified key decision-makers within these high-propensity accounts, ensuring our outreach landed in the right inboxes.

4 **Multi-Touch Magic:**
We crafted a tailored multi-touch email drip campaign to nurture leads and increase conversion rates.

5 **Voice Verification:**
We eliminated the guesswork and ensured the quality of leads by **delivering 10,000 voice-verified MQLs** (Marketing Qualified Leads) ready for client's sales team.

Final Outcome

Unearthing Revenue Gems By identifying high-propensity accounts, we helped client unlock a hidden treasure trove.

Over 4-5% of these targeted accounts later joined the client's revenue stream, proving that data-driven targeting can be a game-changer.

This win wasn't just about numbers, it was about forging a connection. We understood our client's unique challenges and provided a solution that went beyond basic data analysis.

By combining cutting-edge technology with a human touch, we helped them find the right customers in the right markets at the right time.

About ProPlus Data

A leading Data-as-a-Service (DaaS) provider that empowers businesses to transform complex data into a strategic weapon for growth. ProPlus Data's cutting-edge solutions and expert guidance help you target the right audience, predict buying behavior, optimize campaigns, and allocate resources with laser focus.

ProPlus Data caters to a diverse global clientele across all industries. The Company has a presence across four continents with significant delivery centers in the India, United kingdom and Japan. To learn more about ProPlus Data, visit **www.proplusdata.com**

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