



Merger & Acquisition company wins over California IT firms with Email Lists

The Background

The client is a California-based Company providing Merger & Acquisition (M&A) services for buyers and sellers of small and mid-sized IT services and outsourcing firms. The client is unique in offering online business introductions exclusively in those areas in which they have domain expertise. Their online forum is a fabulous place where buyers and sellers of IT services and outsourcing companies meet to exchange information and do deals.

The Situation

The client's focus was to drive top executives from IT services and outsourcing firms to their online market place. Hence, they were constantly looking for a database with email addresses of their target prospects. Their in-house database only had 5,000 contacts with email addresses. The top management decided to expand their reach to all IT services and outsourcing firms in California. The top management knew that the market in California is huge with over 22,000 companies in the IT sector

Contact us at

Toll Free: 800-225-2801
info@emaildatagroup.net
www.emaildatagroup.net



The Challenge

The client only had 5,000 contacts from 1,256 IT companies in California. They wanted to reach out to all California-based small and mid-sized IT services and outsourcing companies. The idea was to drive maximum number of key-level executives who are interested in their services to their website. The biggest challenge was to acquire contact details of their target prospects along with their updated email addresses.

Here are the top challenges the client had faced in expanding their reach:

- They were looking for a multi-channel marketing database with permission-based email addresses.
- An email marketing tool that will automatically keep them in touch with their target markets.
- The database they were looking for was only of small- and mid-sized IT services and outsourcing firms from California.



The Solution

EmailDataGroup's custom process helped them with additional 22,000 contacts from their target markets. The database included top-level executives like CEO, President, Owner and Partner-level decision makers. The information provided in the database included contact name, company name, contact title, mailing address, telephone numbers and verified email addresses of each contact.

The other big challenge they had was to reach these contacts at least once a month to generate new business opportunities and to create market awareness about their company. Email Data Group's automated email lead generation solution and brand awareness solution eCampaigner was deployed to help them accomplish their marketing goals. **Campaigner** helped them automate their complete email marketing needs. On average, the tool delivered one email marketing message per month to each contact.

Results

- Their online buyers and sellers database increased over 100% from 265 registered sellers to 536 sellers within 6 months
- They were able to save significant amount of money on a monthly basis through email campaigns. They were only doing direct mail campaigns prior to this, which was very expensive and time consuming.
- Email Data Group's custom contact database of 22,000 contacts has helped them reach over 75% of their target market in California.
- Last but not the least, the company went **Green** by switching to email instead of direct mailing campaigns.

Contact us today to reach your target market and go Green with our online marketing solutions.

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