

CASE STUDY

Sussex Enterprise

Solution

Data Cleansing, Enhancement and Acquisition

“Marketscan understands data. They were able to quickly understand our requirements and respond to these requirements with an incredible turnaround time,”
Matt Jackson, Sussex Enterprise

Background

Accurate data is vital to Sussex Enterprise. As the Chamber of Commerce for Sussex, the organization helps tens of thousands of businesses each year to increase sales, reduce costs and keep on the right side of the law.

Its database, the source of more than 500,000 individual communications per annum, was good but needed improving to reach a wider audience and achieve more effective targeting and segmentation.

Objectives

The main requirements were data acquisition and improved levels of data integrity. Sussex Enterprise needed to ensure its database was accurate, up to date and included new companies.

What we did

Marketscan responded quickly with a full data intelligence programme featuring:

- Data Hygiene to ensure addresses were current and to weed out companies no longer trading
- Data Enhancement to append contacts with information such as business type, employee numbers and turnover
- Data Profiling to identify the number of clients in specific industry sectors
- Data Acquisition to provide and segment relevant companies not already on the database
- Monthly telephone number checks to ensure businesses requesting not to be contacted by phone, for example, are targeted in other ways

Client benefits

Within a couple of days of the data being enhanced, Sussex Enterprise was able to use its database a lot more effectively, relying on good quality, accurate and robust information. It has lowered direct costs in terms of ensuring information reaches the correct audience and it has improved the integrity of the data. It has also helped staff feel more confident about new business acquisition.