

# An IT firm that became a top notch brand.

## Company Overview

The client\* is a leading IT based firm in San Jose, California. The client develops accounting Software and Point-of-Sales products for Retail Chains and Superstores.

## Challenge

The IT firm received a large numbers of business email addresses through its websites, blogs and other web mediums. Although the company was able to get contacts, however, it resulted in vast number of unverified data; a mix of valid and invalid email addresses. The incorrect email addresses present in the client's database compromised their ability to reach new business prospects and expand its business. The company was also in danger of being added to the Spam Blacklisting to its server. This was causing an increase in expenses for prospecting campaigns and the brand's credibility was increasingly challenged by Internet Service Provides.

## Solution

Credifeye was contacted by the Client to analyze and suggest changes to strategy. Based on the analysis, Credifeye experts found many incorrect email addresses in the client's database. This was the main factor affecting budgets as expenses incurred due to expenditure involved in mailing incorrect email contacts increased. The returns were in fact almost negligible. The solution came in the form of a customized list developed by Credifeye for the client. The list contained segmented and updated contacts of retail chains available in and across the state of California.

We also recommended the client to opt for email verified solution to enhance quality of contacts in client's database by removing incorrect email and updating the incomplete ones.



## Result

The email verification solution was quick and resolved many issues. The list of retail chains was accurate and up-to-date. As a result, the client's prospecting campaigns were directed to the right segment of targets. The cost incurred in campaigning decreased, it was accompanied with a significant and steady rise in the returns. Client's brand was not compromised anymore as there weren't any invalid contacts in the database that could be challenged by internet service providers. The results clearly showed a marked increase in the prospecting and sales efforts started to work out for the client.

## Testimonial

I appreciate the quicke response in analyzing and resolving our marketing issues. The email verification solution provided by you has worked wonders for us. No doubt, Credifeye has abilities to foresee the solutions to upcoming issues. I am contented with your guidance, all this while. Thank you for supporting us.

Jim Clark  
(Vice President)

\*Client Name has been withheld to protect privacy

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