

Success Story

Unthinkable helps a billion-dollar group to enrich & clean its database of 1M+ accounts with more than 95% accuracy



About The Client

Customer
Customer Engagement platform

Country
United States

Industry
Internet

The client represents a customer engagement platform headquartered in San Francisco, dedicated to empowering innovators across diverse industries in revolutionizing their customer interactions. With a vast database of over 1 million contacts, the client encountered the issue of data decay, leading to a substantial amount of incomplete, inaccurate, and outdated account information that necessitated updating.



Business Situation

The client had data of more than 1M+ accounts and was facing the challenge of data decay. There were a lot of incomplete, incorrect, and old accounts that required to be updated.

The client was on the lookout for a partner that could provide them with a team of data stewards with desired security protocols to clean, enrich and update the data for its Salesforce database. They had more than 1M+ data Accounts which included outdated and irrelevant prospect data. Following are some of the major challenges client was facing:

- ✓ Add relevant information and update the data for reusability.
- ✓ Processing and enriching the data accounts while ensuring security and privacy protocols are in place since data is a very vulnerable asset and the client couldn't compromise on the security aspects at all.
- ✓ Update missing information such as job titles, email ids, company name etc. and standardise the entire database.

The Solution

Our expert data stewards started cleaning and enriching the client's vast database of 1M+. The project involved three major data management services i.e. - firmographics enrichment, content enrichment, and hierarchy management.

During the firmographics enrichment stage, the organizational data was classified and segmented on the basis of various attributes such as company performance, size, location, revenue, market share, and much more. This allowed the client to gain deeper insights into the type of companies the prospects in the database belonged to. This step also helped the client filter out all the companies that were not a great fit to be a part of its target market. This step also helped streamline and structure the data in a more systematic manner.

Content enrichment played a crucial role in the data enrichment process, as it facilitated the structuring and contextualizing of data accounts. This pivotal step significantly contributed to the client's ability to not only meet but exceed expectations. The primary objective of this process was to offer highly relevant recommendations to prospects, accomplished by providing a comprehensive understanding of the content items.

The hierarchy management process ensured the enrichment of data, enabling efficient viewing, navigation, analysis, and relationship management across multiple hierarchies and disparate applications and data sources. All data accounts within the database underwent thorough cleaning, completion, and updating. Furthermore, their relationships and hierarchies were meticulously verified to ensure the utmost accuracy in data quality.

Our data stewards worked on the database through the client's systems using the client's servers with the help of a VPN to ensure that the confidential data does not leave the client's ecosystem at any point to avoid any data breaches.

Following are the key highlights of the project:

The Impact

- ✓ Firmographics enrichment, content enrichment, and hierarchy management are conducted for all accounts, with a daily processing volume of 5,000+ data accounts.
- ✓ The current database receives relevant information to maintain data accuracy, and incomplete data is promptly completed to ensure it stays up to date.
- ✓ Real-time verification is applied to both valid and invalid data.
- ✓ These processes are carried out continuously, ensuring ongoing relevance of all data.
- ✓ The data stewards achieve an impressive 95% accuracy while handling all data management services for the client database.
- ✓ The client's sales and marketing teams benefit from the processing and enrichment of over 5,000 data accounts on a daily basis.

With the aid of updated and accurate data, these teams have successfully executed campaigns and consistently capitalized on new opportunities.

Key Facts

1M ++

Accounts

30+

data stewards
engaged

95%

Accuracy

Is there a digital platform you want to build or take to the next level?

Setup a personalized consultation with our technology expert.

Let's Talk