



SMARTe's ContactGenie and ProspectGenie Solutions helped ICG Commerce triple their B2B Contact Database List by providing the highly accurate contact information, customized to suit their business needs.

“SMARTe's on-demand contact discovery model minimized our investment in finding relevant, validated and complete contact details across our prospects. SMARTe has proved itself functionally and technically to be able to scale to support refreshing and enriching our entire contact database within our CRM on-going basis. Working with SMARTe, we have tripled our B2B contact list while increasing the accuracy of information from 25% to over 80%. These changes have resulted in a significant improvement in open and click through rates for our email campaigns.”

Kristen Knouft, VP of Corporate Marketing - ICG Commerce

Challenges

- Identification of the Decision Makers & Influencers
- Automating prospect discovery cycle with personalized preferences
- Enrich, update and refresh CRM Data with most relevant contacts

Goals

ICG Commerce aimed at increasing their marketing effectiveness, pipelines and sales revenues, achieving higher ROI, by fueling their business engine with high quality contact database.

Solution :

ICG Commerce selected SMARTe ContactGenie to increase the number of qualified buyers in their Sales & Marketing funnel and generate higher ROI. ContactGenie helped ICG move their sales n marketing database out of the slow lane, transformed their lead generation activities and behind-the-scenes efforts into a critical **contact database**.

SMARTe's revolutionary technology behind ContactGenie Solution helped ICG convert their inebriated, unhygienic contacts into a highly qualified database. SMARTe's market research experts and tele-verification teams ensured that their list is devoid of any sight of erroneous data helping them a highly accurate contact database.

SMARTe's CRM Data Enrichment solution updates, refreshes and enriches the entire "**Contact Database**" in ICG Commerce's CRM on a monthly basis. SMARTe database enabled ICG Commerce to achieve a ten-fold increase in productivity and ROI.

The ever-increasing pressures to meet its sales needs, to reach the prospect first and to create a pipeline of most hot prospects was a key factor for ICG Commerce to look at Prospect Prioritization as a strategic option.

ICG Commerce's ultimate goal was to maximize the ROI on the leads generated. They wanted to get to the right customers at the right time. Additionally, they expected a focus on quality leads which were validated and complete within a defined budget.

For Prospect Prioritization, SMARTe's Domain Experts defined and refined general and custom trigger events. SMARTe started by discovering the relevant sources to crawl for the details on the Trigger Events. SMARTe's focused crawler then mined appropriate data from the web and further extracted relevant information for analysis. SMARTe's unique prospect prioritization algorithm with statistical models resulted in quantitative insights gleaned from various sources in tandem with the trigger weights to derive scores for the prospects. Thus a "list of 200 Highly Targeted Prospect Universe" was generated through web mining, extensive marketing analytics and statistical modeling reflecting client's ideal prospect profile.

Results :

- Identified “low hanging” fruit prospects
- Increased Marketing Campaign Response – open rate of 15%
- 10x Increase in Lead flow
- Vertical Industry Prioritization for positioning through analytics
- CRM Data Enrichment on an ongoing basis
- Healthier pipeline in no time after opting for the SMARTe

Customer Profile :

ICG Commerce, the procurement outsourcing specialist, is driving a fundamental change in the way today's businesses achieve financial agility and fund growth. ICG Commerce is the only procurement outsourcing specialist with superior market intelligence integrated into an operational approach, resulting in hundreds of millions of dollars in realized savings. ICG Commerce is a privately held company and member of Internet Capital Group's (Nasdaq: ICGE) network of partner companies.
