



SMARTe's ContactGenie and ProspectGenie Solutions helped Language Weaver drive successful Lead Generation and Sales activities in new commercial markets by providing them highly qualified contact database, catering to their specific business needs

"Smarte has been instrumental in us gaining traction in new commercial markets; not only have they provided high quality contacts for the US, but utilizing advanced processes to cross language barriers, they have also delivered high quality B2B contacts for Europe as well. With niche titles sought by us at a global level, Smarte has been able to cater to our unique requirements. Their work has shortened the lead qualification process and we look forward to a continued partnership with the Smarte team."

*Hannah Grap, Director of Corporate Marketing-
Language Weaver*

Challenges

- **Continuous flow of B2B leads for Sales Team at a global level**
- **Needed hard-to-find roles and complex job titles, which were not easily available**
- **Global contacts requirements from multi-lingual data sources**

Goals

Language Weaver, a leading global language translation services company looked to drive successful lead generation activities with qualified global contacts in order to enrich its sales pipeline and be able to generate more business across global sales teams.

Solution :

Language Weaver selected SMARTe's ContactGenie to cater to their highly specific requirements of quality database from various language and across various geography. SMARTe evaluated the client's marketing needs and recommended a plan to improve and standardize global lead generation program. This included implementing ContactGenie, which gathered global contacts details in an automated fashion through generation-next focused crawling technology.

In keeping with the client requirements, SMARTe assimilated these multi-lingual contacts in more than 6 European Languages. The high-end technology deployed at SMARTe crawled the world wide web and collected multi-lingual data from every source available, based on the criterion defined by Language Weaver. Followed by the data collection process, the research experts used their business expertise to verify all the contact details offline before they passed them to the tele-verification team to validate the accuracy of the contact details again.

Key activities handled by SMARTe include role / title definition, segmentation, contact discovery at a global level.

Results

SMARTe became the backbone to Language Weaver's **contact database** by forming a common repository across various locations. Language Weaver realized significant rise their ROI after engaging with SMARTe. We provided an accurate and phone validated contact database and **B2B** contact **lists** within the stringent timelines defined by Language Weaver, which helped them clean the dirty data that were sabotaging their marketing results.

Some additional benefits:

- Accurate and detailed contact information for highly customized roles/titles/companies.
- Large contact database built for a niche market requirement
- Contacts discovered across the globe with Multi-Lingual capability
- Higher ROI due to identified sales opportunities
- In-house resources to focus on core-competencies due to "Contact Discovery" and CRM Data Enrichment by SMARTe.