

WebDataGuru helps
Australia's leading publishing
firm with top quality lead
generation data



Project : *Finding new leads*
Delivery Model : *Data-as-a-service*
Solution : *Sales Intelligence*
Industry : *Publishing*
Frequency : *Daily*

About our client

Our client is a noted custom media publisher, headquartered in Melbourne, Australia. The company offers conventional media products as well as flexible digital media and social media packages for its clients. A major part of services from our client's team goes to customers from community-based sectors like child safety associations, police services and other NGOs. However, the company is open to working with other sectors too and every year they print over 100 products for various clients and distribute them across the country.

Business scenario

The trade publishing sector of Australia has changed with time. Digital technologies have evolved drastically and have either caused a dent in business or pushed publishing firms to expand their product offerings (many companies are exploring the digital printing side of the industry). Our client falls into second category and offers both traditional as well as digital print packages. Managing new operational lines and generating leads for its new as well as old business offerings was a challenge for our client.

The Business Scenario

The publishing industry thrives on outbound marketing and for a company to be successful; it must have an updated database of potential clients. Newer markets must be tapped into everyday and new clients must be approached with a solid proposal in order to bring in better business opportunities for the client.

Key requirements

To support business and its further growth, our client wanted a top quality sales intelligence solution from WebDataGuru. The information obtained must be 100% reliable and comprehensive. Since the publishing industry has turned highly competitive in past years, client wanted to reach out to potential customers on a regular basis. The client rightly believed that the core of business lay in the potential of customer database. WebDataGuru helped client to create such a solid database and also updated database with relevant information on a daily basis.

Challenges

The biggest challenge of the project was that WebDataGuru was expected to monitor given list of websites on a daily basis. Given the huge size of these web directories (each one had millions of records), monitoring them every day was a significant challenge.

100 products for various clients

Updated database with relevant information on a daily basis

Solution

The data extraction tools from WebDataGuru were deployed to form a custom data extraction solution. Using relevant tools, WebDataGuru crawled through multiple directory websites (as mentioned by the client) and garnered multiple, high-potential leads. The collected data included following fields:

- Category (type of customer and business sector that it belonged to)
- Name of customer
- State
- Location of customer (street address, city, state and postal code)
- Source URL
- Email address
- Phone number

Results

- Our client now has a well-established process through which it can reach out to its potential customers easily.
- The solution has increased conversion rate of leads By ...%.
- New client acquisitions have increased from ...to ...within a short span of ...months