



MERIT

**ENHANCED AUDIENCE DATA
ACCURACY FOR A HIGH MARKETING
CAMPAIGN ROI**

The Client

An international market leader in exhibitions within the learning, healthcare, technology and veterinary sectors.

The client has more than 70 recurring events in various geographies such as the United Kingdom, the United States, APAC and the European Union.

The Challenge

- Limited web presence of small businesses posed a challenge in building company and contact information, especially for niche campaigns
- High email bounce rates of 30% to 35% on mass campaigns that run over a couple of months
- Almost 20% of campaigns had challenges in sourcing data due to scope restrictions on the maximum number of contacts that were permitted per company

The Solution



Building or validating contacts in small batches closer to event dates, to ensure emails are still valid at the time of campaign implementation



Rigorous, multi-layer, automated checking process to ensure email validity and avoid email bounces



Use of social media platforms such as Facebook, Instagram and Twitter to scrape contacts for small, niche and single location businesses



Aggressive use of automated technical tools in the identification of email accuracy enhancements and data verification



Contact databases were built and enriched through web research of key online sources such as company websites, voice research, LinkedIn or proprietary databases such as Hoovers

The Result

↑ 400,000+

valid contacts built
per annum at cost
effective rates

↓ 50%

reduction in email
bounce rates

↑ 25%

growth in contact
information for small
businesses

↑ 15%

increase in volumes
at lower costs
by revalidating
exclusion lists

80%

of contacts built via
automation and
web research

About Us

Merit is one of the leading data solutions providers, specialising in harvesting, aggregating and transforming data. We power some of the world's most trusted B2B data products.

Our Approach

Our unique approach includes a highly bespoke service for each client, combining tech solutions and manual expertise. We collaborate with clients' in-house teams, creating long-term partnerships to deliver highly valuable data. Merit's home-grown data and technology solutions require minimal or no domain expertise to set up and deploy, making our offering truly industry agnostic.

The logo consists of the word "MERIT" in a bold, uppercase, sans-serif font. The letters are white and are contained within a white rectangular box with a thin black border. The background of the entire slide is a dark blue/black field with a network of thin, light-colored lines connecting various points, some of which are highlighted with larger, semi-transparent colored shapes in shades of green, yellow, and purple.