



MERIT

Sales & Marketing Data Analysis and Build
for Increased Market Share

The Client

The client is a provider of insights, business intelligence and facilitator of events in the maritime industry.

With a group turnover of £2.3 billion, they provide knowledge, insights and intelligence on various commercial as well as academic topics.

The client wanted to understand their market share in the global market for six core target sectors; but did not have the tools or the resources to source and analyse the data.

The Challenge

- Identifying key target companies that their marketing and sales teams could target and have quick wins in the short to medium term
- Identifying the top 100 companies in each of the six sectors
- Filtering out exact target contacts from the existing DB which had a mix of relevant, irrelevant and out of date contacts
- A high percentage of irrelevant contacts was resulting in wasted time and efforts by the sales team
- The marketing team experienced high bounce rates on emails
- Building additional and highly specific target contacts for optimum ROI

The Solution

In order to understand the client's market share and to identify potential target companies that the client could market or sell to, Merit deployed a solution which is a combination of automation and web research.

Stage 1

Data Universe

- A data universe for each of the six target sectors (Shipping, Legal, Energy, Finance, Insurance, Government) was built using automated tools from multiple online sources such as company registries, Hoovers, and Bloomberg, One Data etc
- Data gathered was then subject to an intensive deduping process using automated tools; A unique data universe per sector was created
- Existing customers were compared to understand and identify market penetration. The percentage penetration in each was then broken down by geography and sub industry sectors

Stage 2

Data enrichment and build

- Developed a global data universe based on turnover for each sector
- Created the top 100 list for each sector
- Undertook a data enrichment and build exercise to provide highly relevant contacts from the top 100 list
- In addition to cleansing over 10,000 contacts Merit added over 22,000 contacts for all six industry sectors combined

Stage 3

Data audit

- Automated data audit to identify contact data levels from list that already existed in the database
- De-duping exercise was undertaken
- Data fields identified and missing information added
- A combination of automated tools and manual web research added new target contacts
- Data was segmented based on job titles, function, geography etc
- Email testing was carried out
- Multiple QC checks carried out to ensure accuracy of data

The Result

↑ 30%

increase in sales in
3 months

↓ 80%

reduction in the time
and effort spent in
targeting irrelevant
companies

↑ 40%

increase in marketing
qualified leads



Visibility in their
market share
across core target
sectors

Email bounces
reduced to

↓ 3%

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.



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