# MERIT

Merit Data and Technology

# Contact Build for a Marketing Intelligence Company

# The Client

**MERIT**

The client delivers business intelligence that helps to grow businesses by giving easy access to decision-makers at UK brands and their associated agencies.

They provide a complete picture of who is responsible for a brand's marketing spend and how that budget is being spent.

# The Challenge

The client needed Merit to:

- Build/Validate the companies provided by the Customer and update the same in the Customer's Database Management Tool

- Build new contacts based on relevant job titles and find replacement contact for vacant positions

# The Solution

### AUTOMATED DATA VALIDATION

- Automated validation of contacts
- Build missing contacts and add social media links

### WEB RESEARCH

- Unsuccessful companies and contacts from automation are validated through web research
- The web research team also builds relevant contacts and checks the data for accuracy and completeness

### VOICE VALIDATION

- The information captured by web research is verified and missing fields are collected via voice research
- After voice research, the data undergoes stringent QA checks before final upload

# The Impact

**MERIT**

↑ Process information of 7K UK advertisers across 33 market sectors, 950+ agencies, 17K+ brands & 34K+ decision-makers

↑ 1500+ Companies validated

500+ New contacts delivered

↑ 15K+ Contacts validated

300K+ Data points submitted

# 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 proprietary data and technology solutions require minimal or no domain expertise to set up and deploy making our offering truly agnostic.



**MERIT**

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