

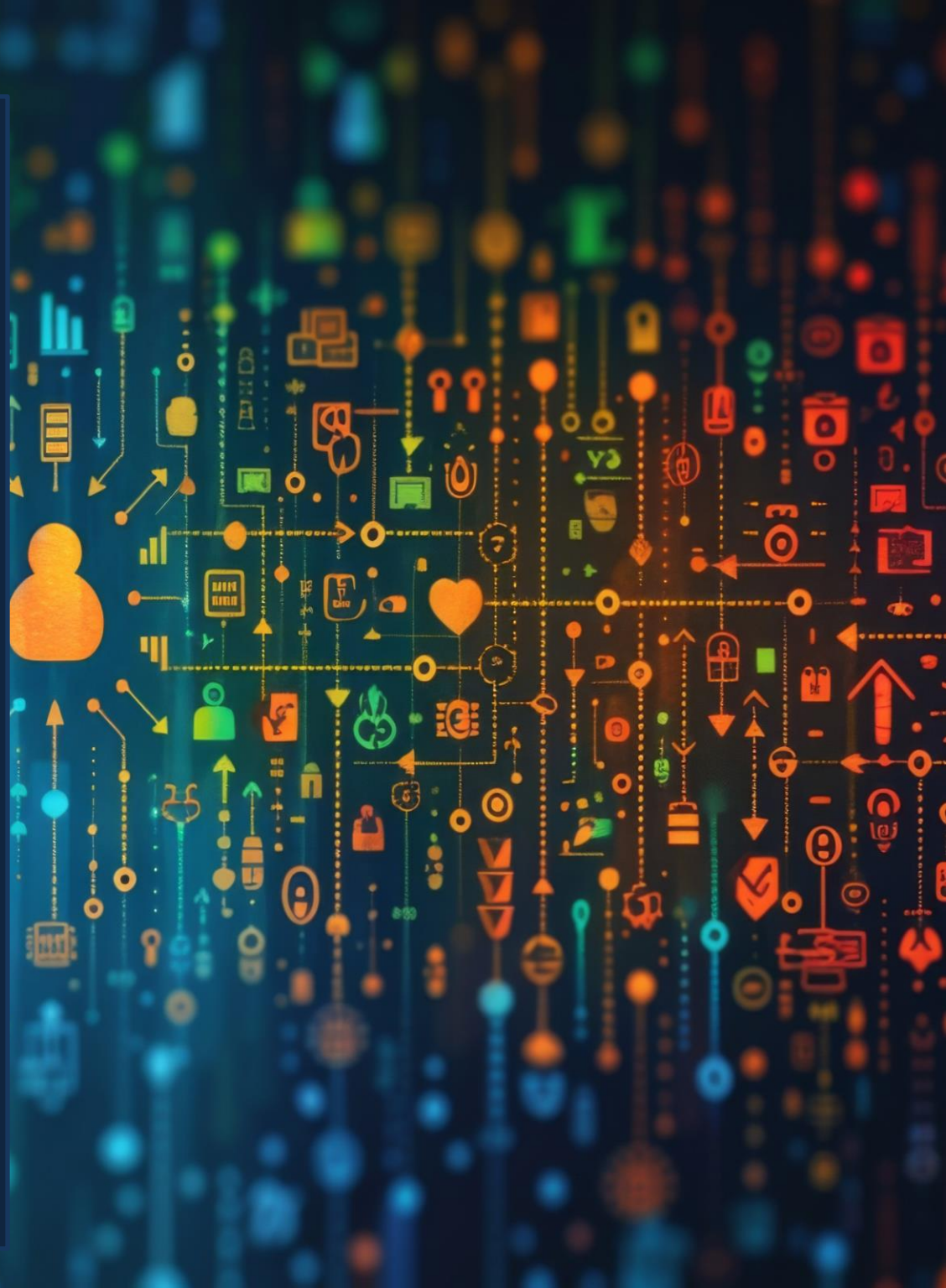
M E R I T

Merit Data and Technology

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**Dynamic Event  
Impact: Crafting  
Success  
Through Diverse  
Short-Term  
Contact Build  
Projects**

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# The Client

International organiser of exhibitions and conferences, conducts over 30 events and conferences annually. The client aims to create a significant impact for customers through unmissable events.

# The Challenge

- Build extensive contacts for new international events across industries like Fashion, Home & Gift, E-commerce, Retail, Logistics, Cargo and Transport
- Target diverse job titles and roles across multiple countries.
- Collect comprehensive data fields for each contact.
- Utilise keywords and categories specific to each project's focus.
- Adhere to client-provided exclusion and suppression lists for data accuracy.



# The Solution

Our solution involved a process flow framework of 5 stages



## SUBJECT MATTER EXPERTS:

- Determine project scope using internal and external sources.



## MANUAL RESEARCH TEAM:

- Fill data gaps through open search techniques.
- Conduct telephone research as needed.
- De duplicate and exclude data for ensuring accuracy.



## INTERNAL AUTOMATION TOOLS:

- Gather comprehensive data through premium subscription services.



## QUALITY CHECKS:

- Subject 15% of collected data to robust internal Quality Control checks.
- Validate all emails through email testing tools.



## DATA DELIVERY:

- Transfer data via password-protected Excel file on a secured FTP site.



# The Impact

MERIT

**Project 1:** To build contact for client's new sourcing shows -

- Build 30,000 contacts (15,000 each) for new sourcing shows.
- Target Retail Industry contacts across 7 countries.
- 29 job titles, 8 roles, 9 data fields for each contact.
- Source contacts from primary and secondary sources.

**Project 2:** To build contact for client's new sourcing shows -

- Build 10,000 contacts for new sourcing shows (5,000 each).
- Retail Industry contacts across 7 countries.
- 37 job titles, 10 roles, 9 data fields for each contact.
- Keywords from 9 categories, 92 products, 17 subsectors, 136 product categories.

**Project 5:** To build contacts for events linking global logistics leaders, fostering connections, and facilitating industry growth across Europe, Americas, and the Middle East

- Build 3,000 niche contacts for premier events.
- Source contacts from 50 countries, 39 job titles.
- 8 data fields, 9 industry sectors.
- Use a suppression list of 2,369 contacts.

**Project 3:** To build contact for client's new sourcing shows -

- Build 10,000 contacts for new sourcing shows (5,000 each).
- Retail Industry contacts across 7 countries.
- 44 job titles, 10 roles, 9 data fields for each.
- Keywords from 9 categories, 92 products, 17 subsectors, 136 product categories.

**Project 4:** To build contacts for client's Premier platform for lucrative government and private sector contracts

- Build 3,000 contacts connecting global project cargo leaders with Middle Eastern decision-makers.
- Cleanse existing contacts list.
- Source from 15 countries, 6 job levels, 3 job functions.
- 10 data fields for each contact, 35 subsectors across 9 sectors.
- Exclude 72,737 contacts from the list.



# About Us

Merit is one of the leading data solutions providers, specialising in harvesting, aggregating and transforming data.

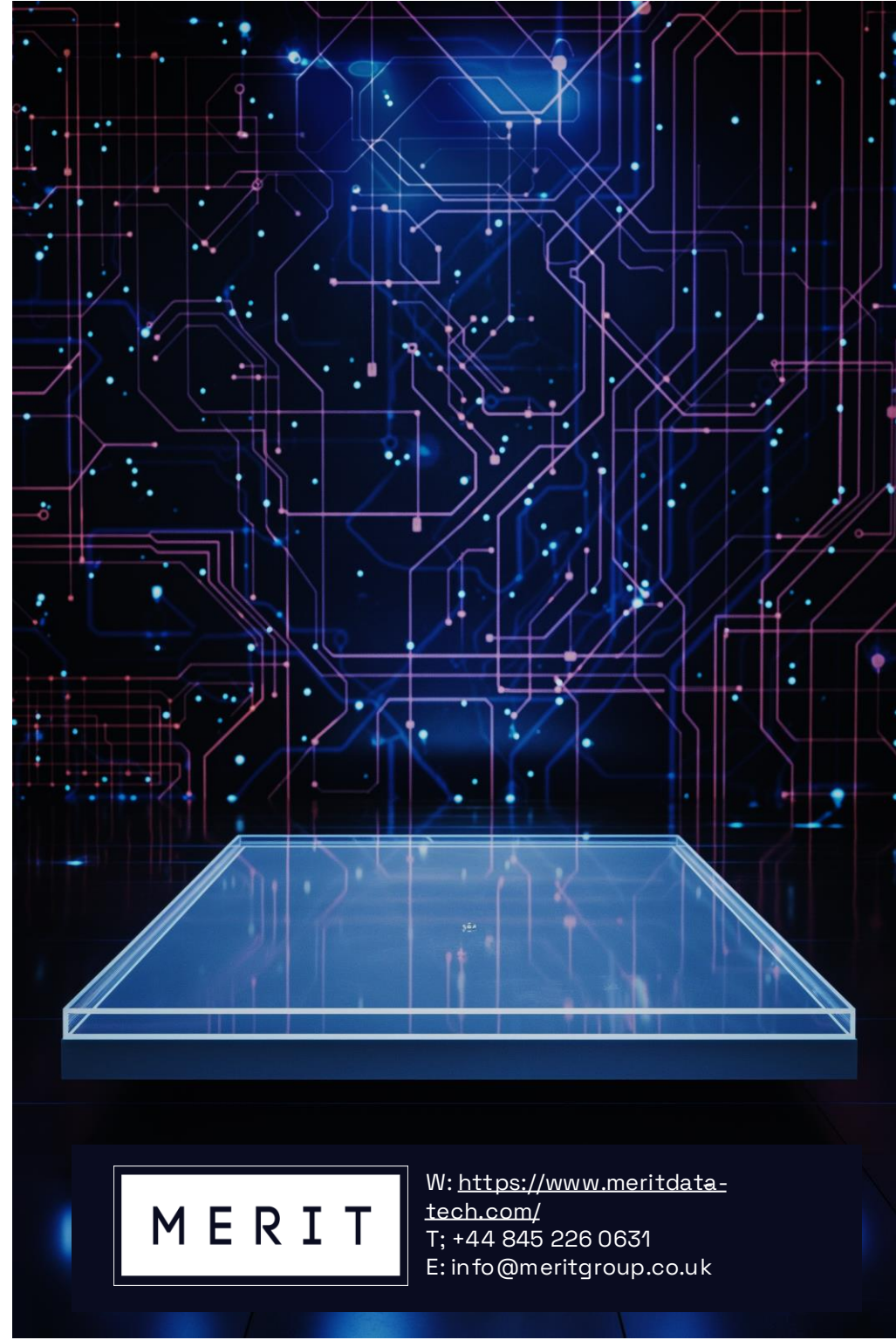
We power some of the world's most trusted B2B data products.

# 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.



M E R I T

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