

MarketPlace Gold Boosts Company's Sales by 28%

The User:

Tempest Inc., founded in 1990, specializes in helping companies improve their revenue and profits. Tempest's team of sales, marketing, and systems professionals accomplish this by refining their B2B clients' sales and marketing planning, processes, and communications and CRM systems. One of Tempest's clients, Laser's Resource, is a small business that sells and services office printers, cartridges, and accessories.

The Problem:

As a small business, Laser's Resource was concerned with maximizing their sales efforts. Lacking valuable customer insight, the company found itself wasting time, money, and resources pitching inappropriate prospects. Unsure of which market segments were the most profitable for them, Laser's Resource needed an inexpensive way to conduct customer analysis and market research to identify their best customers. Once armed with that information, Laser's Research could use it to determine their market potential, focus their selling strategy, and boost their sales. "Improving sales effectiveness is a critical success factor for business growth," said Tom Senecal, president of Laser's Resource. "Yet until we connected with Tempest and began using MarketPlace Gold, we weren't in a position to achieve this key objective."

The Solution:

Don Astras, president of Tempest, implemented a three-phase plan to help

Laser's Resource uncover the critical insight required to improve sales effectiveness. At the center of the plan was MarketPlace Gold, D&B's prospecting and analysis tool. MarketPlace Gold's powerful analysis capabilities provided Tempest with the customer and market information critical to implementing an effective selling strategy. Tempest used MarketPlace Gold to:

1. Match

Astras first matched the records in Laser's Resource's contact management system, which included only contact information and sales volume, against the D&B marketing database of over 14 million U.S. businesses in MarketPlace Gold. This allowed Astras to uncover a variety of characteristics of current customers and append those data elements directly to Laser's Resource's database.

2. Profile

Next, Astras divided the customer base by SIC code, calculated the average sale within each category, and determined the net sale per personal computer — a key metric that Laser's Resource uses to determine market potential. From this analysis, Astras determined that professional services companies, such as CPA firms, represented the most valuable segment within the company's customer base.

3. Clone

Once Astras uncovered the firmographic characteristics of the most successful customer segments, he identified new prospects with those same characteristics. MarketPlace Gold allowed Astras to create a new prospect list of CPA firms that also had ten or more PCs and five or more printers.

"MarketPlace Gold consistently delivers critical and insightful information that drives sales and marketing programs to unprecedented levels of success," said Astras, who bought his first license in 1994. "Laser's Resource is a perfect example. By using MarketPlace Gold, we finally understood where we were at — and where we needed to go. With a clear roadmap now in place, Laser's Resource is well on its way to another year of record sales growth."

Benefits & Results:

Laser's Resource is now using the insight gained from MarketPlace Gold to identify upsell and cross-sell opportunities and increase lifetime customer value. Because Laser's Resource now has a profile of the expected sales to number of PCs, they better understand whether they are the primary supplier in their existing accounts and whether there is room to grow the account. Armed with this information, Laser's Resource grew sales 28 percent.

Also, Laser's Resource is increasing the number of qualified leads in its database by adding prospects from the next high-value market segment. They will continue to implement direct marketing campaigns to these targets using their integrated fax and e-mail systems to send personalized and specific messages for each industry.

Desktop Marketer

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Sales & Marketing
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What's New

New technology-related products and services data!

This July look for the addition of D&B IT Demand Estimators, which includes the following selects:

- Estimated number of PCs
- Estimated number of nodes
- Estimated presence of a network
- Estimated presence of a WAN

New Online Seminars

If you'd like to learn the basics about using B2B data to maximize the effectiveness of your sales and marketing campaigns, join us for a FREE online seminar. We're offering two B2B data seminars this June:

Building Your Business with B2B Data
June 4, 2002 12:30 p.m. EST

B2B Prospecting on the Internet
June 18, 2002 11:30 a.m. EST

Space is limited, so visit www.imarketinc.com/seminars today to reserve your space.

Bull's-Eye Award

Congratulations to our 2002 B2B Bull's-Eye Award-winner, Lyons Direct Communications. Their direct mail piece for Maintenance Chemical Company received unanimous votes from the judges.

Survey Results

Thanks to all those who completed our online research study. Our objective was to gather information about the features and functionality required for business data buyers to purchase on the Web, and we are learning a lot. We'd like to share some of our preliminary findings:

- Direct mail and telemarketing are the most common marketing activities performed by respondents, with trade shows and advertising a close second
- The majority of the respondents felt we provided the best quality business lists
- 79% of all respondents made online purchases for their business needs within the past year

We appreciate your feedback!



Data Tips

The hunt for more business can be as easy as appending Corporate Family Relationship data to your prospect lists. With Corporate Family Relationships, you can append the "upward" family linkage data associated with a record in your list. This information can improve:

- **Your marketing strategy** — understand your current family penetration and identify possible marketing opportunities
- **Your sales efforts** — target the upward family members who have more purchasing and decision-making clout
- **Your billing procedures** — develop proper financial/credit terms and conditions for doing business within a corporate family

If you need more extensive linkage data, Quick Data Services provides complete linkage profiles. Visit www.zapdata.com, and click on the Quick Data Services link.

zapdata.com

zapdata Sports a New Look, a New Feature, and New Data

We've redesigned zapdata.com. Not only does the site look better, it's also much easier to navigate! Visit us at www.zapdata.com to see our face-lift for yourself. The changes aren't just cosmetic; we also have a new feature, **Sample & Remainder**, and new data that's exclusive to zapdata.

Do you want to save money by testing your lists? **Sample & Remainder** allows you to license just a portion of a list rather than the entire list. Simply choose the percentage of the list that you'd like to license, and you'll receive only that portion of the list. Your master list will be saved in addition to your sample portion, so you'll be able to access either at any time by visiting the **My Account** section.

This valuable new feature has many benefits:

- Sampling allows you to test the performance of a list
- Unlimited sampling allows you to return to your master list at any time to get more samples
- Sampling allows you to stick to your budget by licensing only portions of your list at a time
- Sampling doesn't mean that you get a less detailed list; samples may include base data, specialty data, and contact names
- Sampling allows you to break down large campaigns into manageable segments

In order to keep track of your samples, you can refer to the **Summary of a List** to see what samples you've purchased, when you purchased the samples, how many leads were in a particular

sample, and how many leads are remaining in your master list.

List-building is worry-free thanks to this new feature. With **Sample & Remainder**, you can test any or all of your lists and only pay for the portion you license! You can even deduct any free leads you may have from your sample list!

Of course, we keep our data fresh with monthly database updates. We've also added the following data to our zapdata database:

- D&B IT Demand Estimators (also new in MarketPlace)
- D&B Office Demand Estimators
- D&B Propensity to Lease
- ISO Site-Specific Insurance Premium Estimators

Ask Our Trainers

I licensed my MarketPlace list as a mailing list, and now I'd like to go back and license that same list as a telemarketing list. Can I do that?

You can do so at any time by opening the already-licensed list and clicking on the License This List icon. Once inside the licensing screen, the option for whatever level of licensing you previously chose will be "grayed out" or unavailable. Choose the information option of your choice and continue with the licensing process. Your new list will have all of the new information you want, plus the information from the previously licensed list. You will only be charged the difference of the two levels of licensing.

For example, if you have a list of 100 base data records licensed at the mailing information level (100 meter credits) and you want to license this same list at the telemarketing level, you will only be charged .5 meter credits per record (the difference between the cost of the mailing record and the telemarketing record).

Do you have a question to include in this section? Send your questions to editor@marketinc.com.

Tips & Techniques

Q Can I limit the prospect lists I build in MarketPlace based on company headquarters, legal status, or years in business?

A Clicking on the Corporate Site Information icon found in the 'advanced' row of icons in MarketPlace will allow you to limit your list based on any of this criteria and more. Simply check the boxes next to the criteria you would like to include in your list.

Q When selecting list criteria in MarketPlace, do I have to check every box?

A When selecting criteria in any category for which you wish to include the entire category, it is not necessary to checkmark every box next to every criterion. For example, if you would like to include all employee size ranges in your list, simply leave that section blank. The default includes all selections unless you specify otherwise.

Q Is it possible to exclude a sub-category when I build a list in MarketPlace? I want to include the majority of a particular SIC code division, but not all of it. How do I do this?

A Simply click the box to the left of the item that you wish to include in the majority of your list criteria. To find the sub-category you wish to exclude, drill down to a deeper level by either double clicking on the category or highlighting it and clicking on the appropriate Zoom or Expand button. Click the checkmark to the left of the item to deselect it.



Have Questions...

We Have Answers. Call us at 800.532.3775

Simplified Prospecting Process Means More Sales

A D.E.I. study says that salespeople should be spending 45% of their time prospecting for new customers. Yet most salespeople spend far less. Part of the reason is that they have to work so hard to find qualified leads.

A Private Data Portal is a configurable lead distribution tool that delivers targeted prospecting and customer data to your sales

force without straining your Marketing or IT resources. A Portal combines D&B data with your customer data and makes it available anytime, anywhere on the Web through a streamlined interface.

So your salespeople can get the qualified leads they need anytime, anywhere with just a few clicks. Then they can get back to prospecting.

To learn more about how a Private Data Portal can boost your sales, call 800.505.3237 to speak with a sales consultant.



Sales & Marketing
Solutions

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iMarket is Now D&B Sales & Marketing Solutions

A New Name and a New Logo

We've been a D&B company for over a year, and as a result we've been able to offer you more for your money — more business data to help you target your sales and marketing campaigns for maximum efficiency, more free online seminars to provide you with a

solid education in B2B direct marketing, and more services to help you get the most out of our products.

Now we're going to start showing our D&B colors — in all of our materials.

In the near future, you're going to see a new logo on all of our communications and materials. iMarket Inc. will change to D&B Sales & Marketing Solutions. While the name is new, the commitment to quality and service will remain.



1991



2001



2002

