

CUSTOMER CASE STUDY



BACKGROUND

LucidWorks™ is the trusted name in Search, Discovery and Analytics, delivering the only enterprise-grade embedded search development solution built on the power of the Apache Lucene™/Solr™ open source search project. Elizabeth Garcia is director of marketing at LucidWorks, where she applies sophisticated lifecycle marketing techniques to generate new sales leads and cultivate relationships with current users.

A 50,000-contact database powers her ability to contact recipients with regular marketing promotions. It's stocked mainly with leads gathered from direct product downloads and online events.

CHALLENGE

The problem is, LucidWorks' users—open-source software developers—can be exceedingly difficult to identify.

When Garcia joined LucidWorks in 2012, she found the database was stocked with bad information and multiple email addresses per user. Years could pass before users would check back in for new releases, and those users would have new contact information or perhaps would sign in under different aliases. It was impossible for native Salesforce.com de-duplication to identify the actual person and alert a salesperson to the renewed activity.

Despite the best cleansing efforts of a CRM consultant, the database was still plagued by bad information and the inside sales team found the information virtually unusable.



"LeanData is fantastic to work with—super fast. They take the time to get it right. They understand the importance of the data."

Elizabeth Garcia
Director of Marketing,
LucidWorks

SOLUTION

In late 2012, LucidWorks turned to LeanData™, Inc. The LeadStream™ solution matches and de-duplicates large contact lists to identify the right person in Salesforce.com and track interactions with them in Marketo campaigns.

With LeanData, Garcia can de-duplicate Salesforce.com data far more effectively than with the CRM software's built-in function.

Using CRMClean™, the company de-duplicated and merged all existing customer Accounts and was able to enrich those Accounts to include SIC code, number of employees, revenue, and more, making the data “call ready” for the sales team.

BENEFITS

- Reduced size of email blasts by removing duplicate emails and junk, which increased open and response rates
- LucidWorks can now tailor its email campaigns to segments of its overall database, rather than blasting the entire list at one time
- Campaigns are easily targeted based on each user's previous interactions with LucidWorks, such as providing more open source developer content
- Dropped turnaround times from several days to less than 18 hours
- Sales team is no longer working from incomplete leads, and they are now informed of existing users' downloads of new software
- LucidWorks has gained ongoing data cleansing at the same cost annually as it had paid for less-effective one-time cleans, and can pay for it monthly instead of a large upfront payment

"It's been pretty spectacular," says Garcia.
"LeanData saved my bacon."



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