CUSTOMER
CASE STUDY

LeanData

hostanalytics
— decide

BACKGROUND

Host Analytics provides a suite of cloud-based financial applications to help executives make faster, smarter decisions. The company generates more than 1,000 marketing leads for its sales team each month, drawing on a variety of sources, including web and trade events, social media, list acquisitions and direct third-party data uploads into Marketo and Salesforce.

CHALLENGE

Manual cleansing, de-duplicating and enriching marketing leads had become a seriously time-intensive process for Host Analytics. The tasks required the time of about 1.5 full-time-equivalent employees. Higher-priority projects for internal resources, combined with a periodic lack of contract resources, meant turnaround times were ranging from five days to several weeks. And yet, despite the exhaustive effort, some leads were still duplicated or incomplete.

The work was costly and time-consuming—not to mention mundane. Host Analytics' marketing operations team had to find a better way to keep lead data fresh and reliable.

They evaluated a variety of web-based de-duplication tools and costly data services, but found nothing that could offer the comprehensive solution they needed: one that could both manage cleanup of incoming leads from web forms and list pulls, and manage ongoing maintenance of CRM data, too.

> *"LeanData reduced list turnaround times to less than 12 hours, dramatically increased lead quality and cut expenses by 75% from our previous levels. I love what they do and so does my sales team."*
>
> **Keith Terada,**
> Head of Marketing Operations at Host Analytics

SOLUTION

Then, Host Analytics found the LeanData™ ListClean™ service. The solution could intercept bad leads before they were incorporated into Marketo, and could clean leads against Salesforce continuously.

Host Analytics chose ListClean because it is a fully-integrated Salesforce application, and because it could provide:

- Junk lead removal
- Standardized formatting of lead fields used for routing (country, state, zip codes, etc.)
- Matching and de-duplication against all Salesforce leads
- Appended additional data, including company revenue, URL, company headquarters address, and number of employees
- Correctly coded leads

Information being lost due to formatting issues is now captured effectively. For example, a record of prospect interactions to date might include whether the prospect was a booth visitor at an event or simply an attendee.

ListClean not only identifies exact duplicates using automated matching algorithms, it also employs trained analysts to evaluate the 'fuzzy matches' that algorithms alone can miss. As a result, lead quality has increased significantly thanks to a set of checks and balances previously unavailable.

All incoming leads were cleansed with significantly faster turnaround, lower cost and less resource drain on the team.

BENEFITS

- Reduced costs by 75% compared to in-house solution
- Dropped turnaround times from more than five days to less than 12 hours
- Lifecycle marketing & ROI tracking improved by correctly tagging leads with data concerning previous interactions
- Improved job satisfaction by deploying operations staff to core strategic projects

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