

COMPANY PROFILING CASE STUDY

Database Creation for Research Firm

Client is a leading television research company.

- The client was looking for an offshore partner to conduct a television research based on Advertisement airings.
- Conduct a thorough research on Advertisers and Agencies based across the globe.
- Upload company history including physical address, social media links, contact number and key contacts which are related to marketing and sales ('C' level contacts, Managers and Directors).
- Ensure data researched for advertisers and agencies is uploaded in a appropriate manner in the CRM.
- Keep a track of live advertisers which are published daily in the CRM.
- Resolve errors related to emails of the key contacts that were uploaded in the CRM using Mail Tester.
- Linked agencies with the respective advertisers along with detailed information.
- Over 25,000+ records were researched and updated.
- Over 9000+ emails of the key contacts were validated and updated.