

## CASE STUDY

### Database Profiling Program for a Leading Technology Company

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#### Program Objectives

The international client was looking to develop a more robust database of 70,000+ Value Added Providers (VAPs) in the US. The campaign objective was to obtain specific information on their business focus, obtain email addresses and identify those companies on the initial database who are duplicates and not VAPs.

Volkart May & Associates, Inc. (VMA) was contracted to make outbound calls over a four-month period to profile as many records as possible on the 571,000+ record database provided.

#### The Solution

- VMA developed a customized program that included the following elements:
  - A detailed database analysis with multiple match processes was performed to initially determine and eliminate the duplicates.
  - An outbound program with multiple call attempts to the unique VAP records to profile their business.
  - Desired deliverables were a program review, market analysis and an updated database at program end.
- The target audience was Owner, President, CEO, CIO, VP Level or Director level of IT. The client provided the initial list of 571,000+ VAP records.

#### Results

Through VMA's business-to-business consulting, program management team and staff of Business Development Specialists, VMA was able to meet and exceed the client's objectives. From the original database provided, VMA determined:

- VMA Resolved 76,707 records through the outbound calls.
- 52% of the VAP database records (297,000+) were duplicates.
- 13% of the total VAP database records were completed profiles (28% of non-duplicates).
- 59% of the total VAP database records were marked for removal from the database.

The annual postage savings from eliminating the duplicates exceeded \$1 million, which immediately offset the program investment. The final data was distributed to the various client district offices across the country for their specific marketing initiatives.