

# Aviation Manufacturer Bags \$550k Worth of New Deals from One Custom Dataset

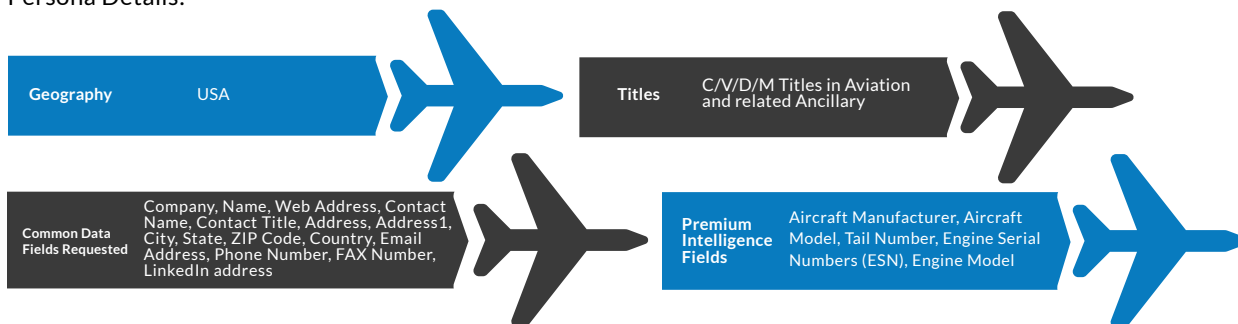
## Abstract :

Flying high is a passion. And finding prospects sharing the same vision as yours is a rarity. A renowned aviation parts manufacturer hit the sales barrier last year for the same reason. They needed top aviation enthusiasts from the big-billion business club – but with very particular characteristics to match their buyer persona. Good information is not easy to find, but Lake B2B rose to the occasion. All it needed was the human touch.

## Client:

Our client is a globally renowned brand in the aviation manufacturing industry. From commercial to military, the company provides a vast range of customized aviation transport options. The 50+ years old player is based in Kansas, USA. The client had hit a threshold in expanding their sales margins, and wanted to re-explore their target-base, starting from in their home country.

### Persona Details:



## Challenges:

- ◆ Reaching high network B2B targets is a hierarchical hassle, and most have multiple validated contacts.
- ◆ With such a specific focus (aircraft ownership of top business heads), the circle of interest would be infinitesimal.
- ◆ The information for the premium intelligence fields are not available in the normal market.

For the sheer complexity of the project, the client had to cross a lot of doors before approaching Lake B2B with the impossible.

## Solutions:

| OBJECTIVES   | SOLUTIONS   | RESULTS                                   |
|--|---|---|
| <b>Finding HNI Prospects:</b><br>Locating high network B2B targets to launch interest probing campaigns                        | <ul style="list-style-type: none"> <li>• Super-targeted HNI Prospect List for B2B top-bosses with above \$50M turnover</li> <li>• Geo-targeted segmentation of the 52 states</li> <li>• Researching attendees lists in the top air-fairs for the last year</li> </ul>   | <b>1000+</b><br>B2B prospects accumulated |
| <b>Custom Engagement Campaigns:</b><br>Converting mere visits to interest and potential opportunities with human verifications | <ul style="list-style-type: none"> <li>• Following up on each email and phone query post and prior to the event</li> <li>• Regular lead nurturing campaigns, both manual and automated</li> <li>• Customized and careful verification by in-house data experts to match each prospect with client's passion and vision</li> <li>• Direct integration to client's CRM to add new leads in real-time</li> </ul> | <b>550</b><br>Shortlisted Prospects       |

## Result | The Final List

| Number of Prospects: | Common Data Fields  | Premium Fields Added   | Special Fields Added by Lake B2B   | Revenue Gains |
|----------------------|---|--|--|---------------|
| 550                  | Company, Name, Web Address, Contact Name, Contact Title, Address, Address1, City, State, ZIP Code, Country, Email Address, Phone Number, FAX Number, LinkedIn address | <ul style="list-style-type: none"> <li>•Aircraft Manufacturer</li> <li>•Aircraft Model</li> <li>•Tail Number</li> <li>•Engine Serial Numbers</li> <li>•Engine Model</li> </ul> | <ul style="list-style-type: none"> <li>•N_Number</li> <li>•Manufacturing Model Code</li> <li>•Engine Manufacturer Model Number</li> <li>•Year of Manufacturing</li> <li>•Mode S Code.</li> <li>•Mode S Code (Hex)</li> <li>•Aircraft Type</li> <li>•Aircraft Category</li> <li>•Engine Type</li> <li>•Amateur_TC</li> <li>•Number of Engines</li> <li>•Number of Seats</li> <li>•AC_Weight</li> <li>•Kit_Code</li> </ul> | \$550K+       |

The customized human verification paid off. The detailed qualification process ensured active engagement with each contact. The client was able to establish some long-lasting business relationships and rose to the top of their game again.

### What they said...

"Lake B2B found the information we exactly needed to reach our quarterly targets. The information was highly classified, and after facing multiple refusals from others, it was them who made the venture a success."

- Robert Conman  
Public Relations

