Data Intelligence, Validation & Enrichment

Detailed Know-how to use Data-driven Services

Contact Intelligence

Company Information

☎ Company Phone
215-751-4000

🖨 Company FAX
215-751-4306

👤 Employees Range
10,001+ employees

💰 SIC Code
7372

SIC Description
Prepackaged Software
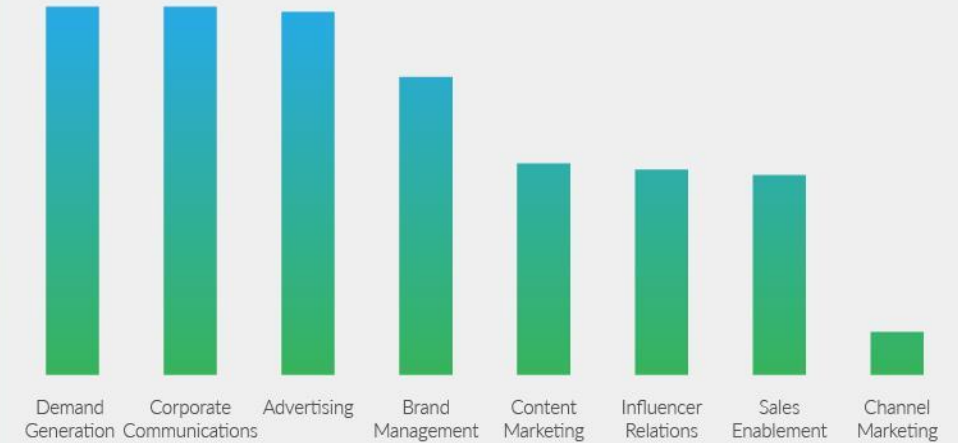
SIC Revenue/Turnover
110.36 billion U.S. dollars

NAICS Code
511210

NAICS Description
Software Publishers

Industry
Computer Software

Jesika Dalal

Gender
Female
Contact Email Address
j**********@microsoft.com
Job Title
Director - Integrated Marketing

Contact skills and interest

Demand Generation
Corporate Communications
Advertising
Brand Management
Content Marketing
Influencer Relations
Sales Enablement
Channel Marketing

Company Infrastructure

Software used	CRM	Number of Tools
Hierarchy	HRMS	Channel Partners

Organizational Hierarchy
Reporting Manager – CTO
Job Function
Integrated Software Updation and Solution
Seniority
Leader
Address
1 Microsoft Way, Redmond, WA 98052,USA
f www.facebook.com/jesika.dalal
in www.linkedin.com/in/jesika-dalal-2381735/
🐦 @Jesikadalal

Event Behaviors

Events exhibited
HIMSS, DreamForce, RSA Conferences
Events attended
DMA, FINTECH Singapore, AUS Summit
Events exhibited or attended by company
DreamForce, RSA Conferences, FINTECH Singapore, AUS Summit

Competitors Contacts for Similar Title

No. of Company
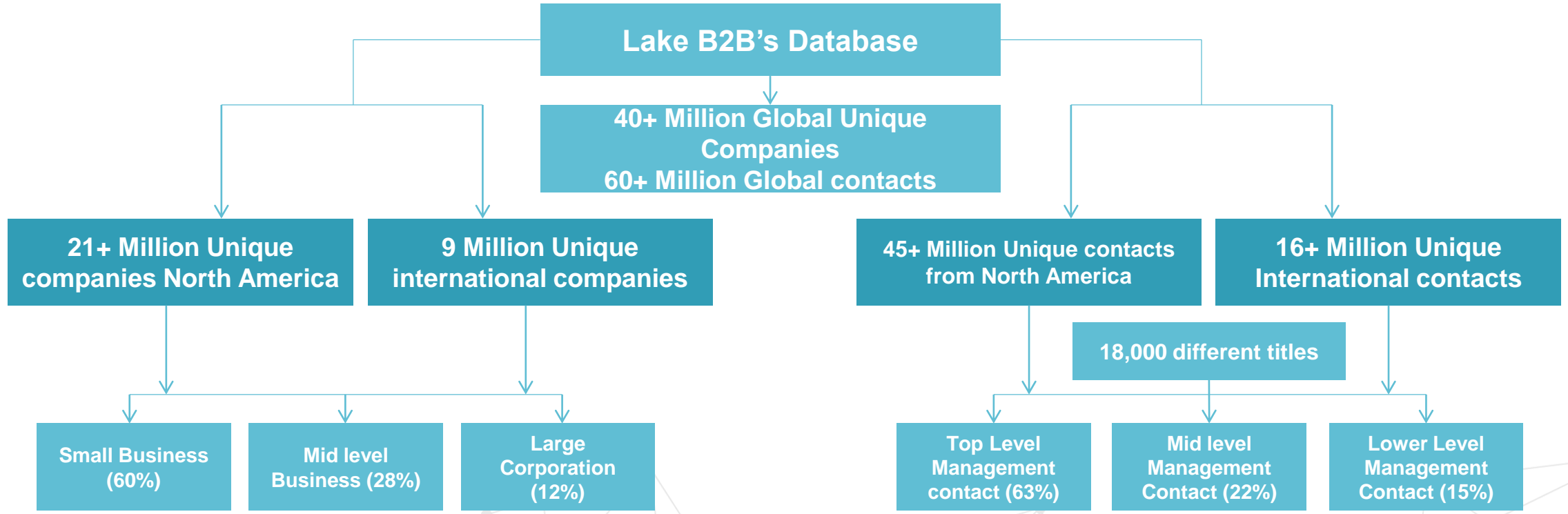3,500
No. of Similar Title
5,601

Last emailed – Jan 23, 2019
Last called – Nov 05, 2018
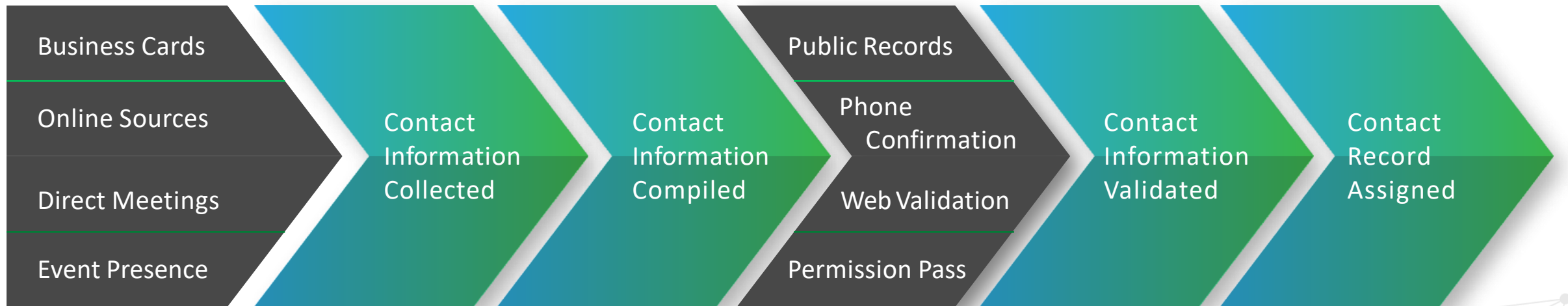
Master Database Summary

Lake B2B's Database

40+ Million Global Unique Companies
60+ Million Global contacts

21+ Million Unique companies North America

9 Million Unique international companies

45+ Million Unique contacts from North America

16+ Million Unique International contacts

18,000 different titles

Small Business (60%)

Mid level Business (28%)

Large Corporation (12%)

Top Level Management contact (63%)

Mid level Management Contact (22%)

Lower Level Management Contact (15%)

Industry Classification

Manufacturing (SIC CODES 20-39)

Mining (SIC CODES 10-14)

Retail Trade (SIC CODES 52-59)

Construction (SIC CODES 15-17)

Wholesale Trade (SIC CODES 50-51)

Finance, Insurance & Real Estate (SIC CODES 60-67)

Public Administration (SIC CODES 91-99)

Agriculture, Forestry, Fishing (SIC CODES 01-09)

Transportation & Public Utilities (SIC CODES 40-49)

Education (SIC CODES 8211 - 8299)

Collating Data from Verified Sources

Business Cards

Online Sources

Direct Meetings

Event Presence

Contact Information Collected

Contact Information Compiled

Public Records

Phone Confirmation

Web Validation

Permission Pass
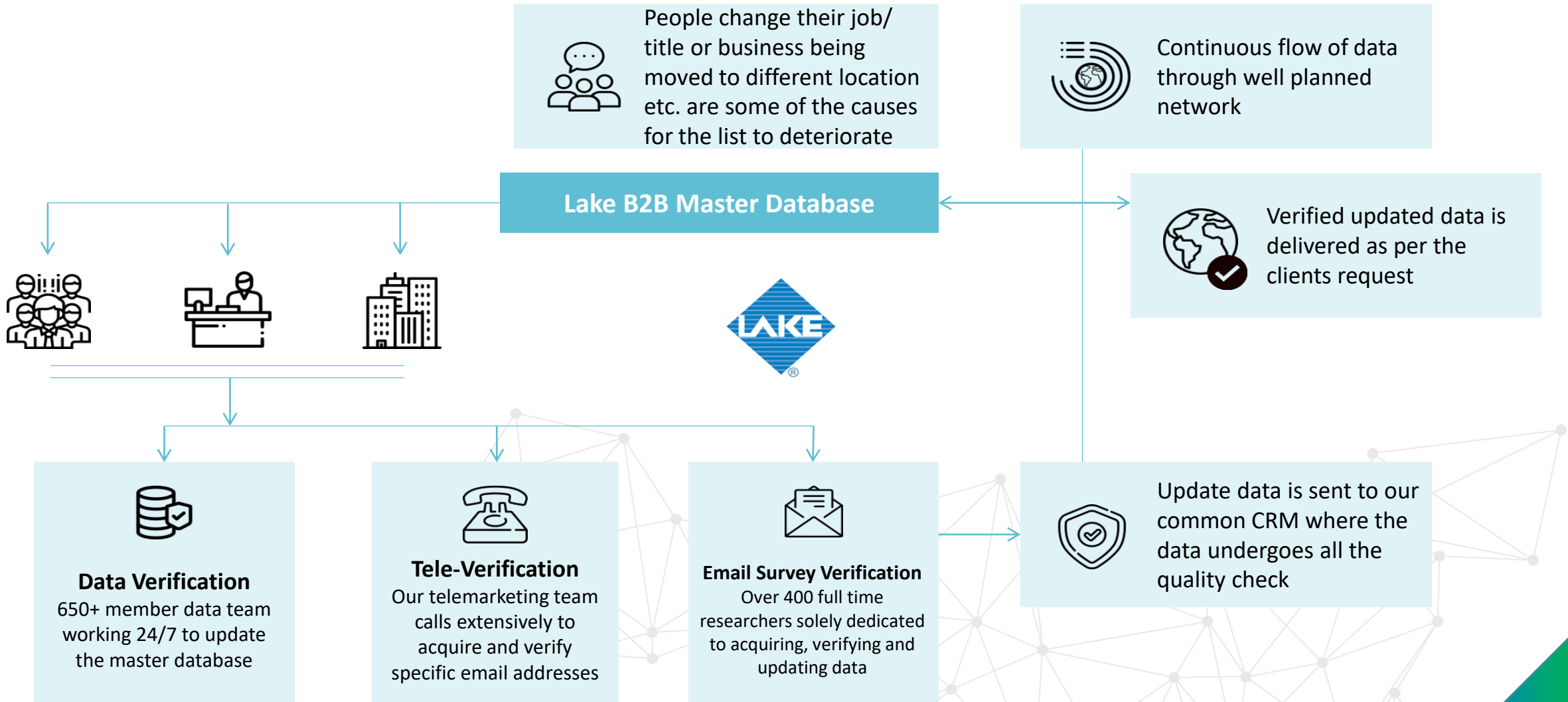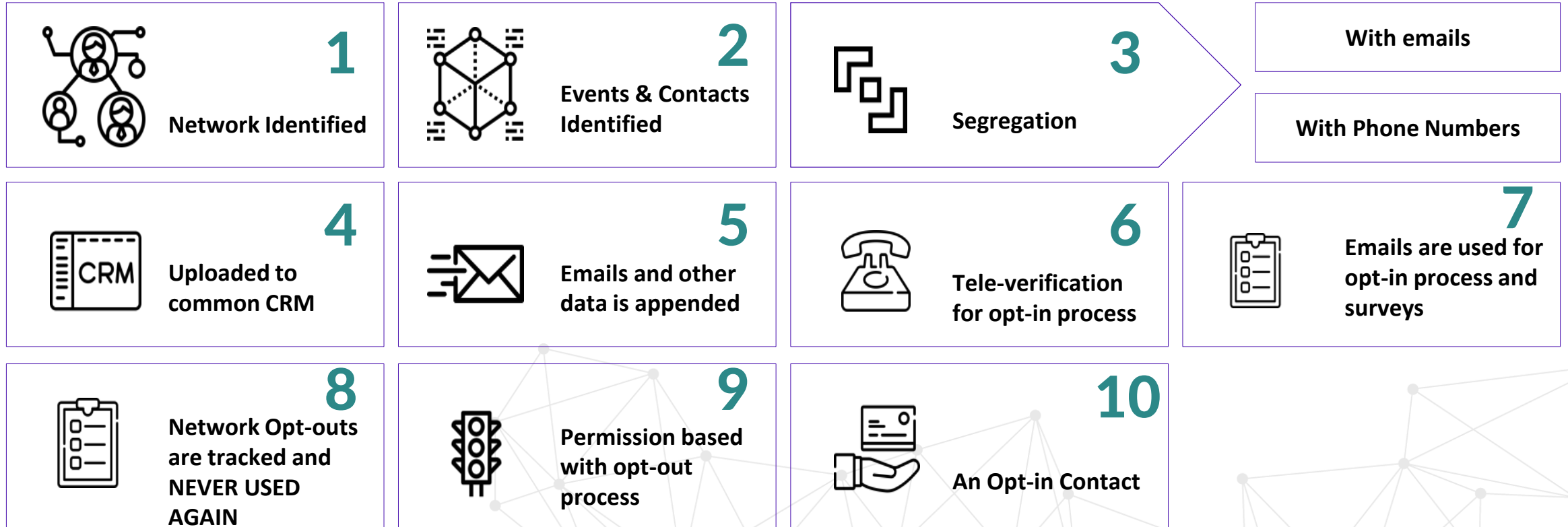
*Valid for 30 business days

Contact Information Validated

Contact Record Assigned

- SMTP Verification
- Bounce Scrubbing
- Opt-Out Processing

*Maintenance post database inclusion

Data Verification

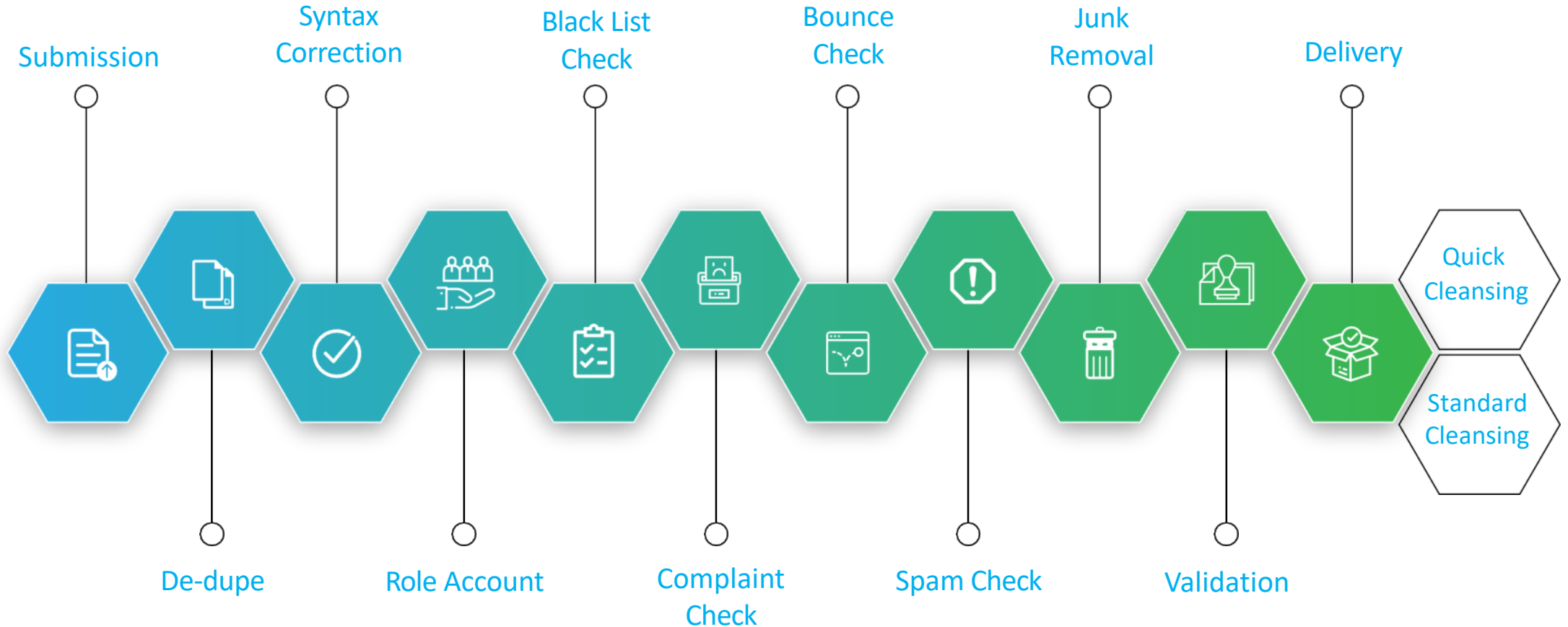People change their job/ title or business being moved to different location etc. are some of the causes for the list to deteriorate

Continuous flow of data through well planned network

Lake B2B Master Database

Verified updated data is delivered as per the clients request

Data Verification
650+ member data team working 24/7 to update the master database

Tele-Verification
Our telemarketing team calls extensively to acquire and verify specific email addresses

Email Survey Verification
Over 400 full time researchers solely dedicated to acquiring, verifying and updating data

Update data is sent to our common CRM where the data undergoes all the quality check

Opt-in Process Flowchart

1 Network Identified

2 Events & Contacts Identified

3 Segregation

With emails

With Phone Numbers

4 Uploaded to common CRM

5 Emails and other data is appended

6 Tele-verification for opt-in process

7 Emails are used for opt-in process and surveys

8 Network Opt-outs are tracked and NEVER USED AGAIN

9 Permission based with opt-out process

10 An Opt-in Contact

Double Opt-in Process Flowchart

Double Opt-in emails delivered to client

Opt-out mailer sent before file delivery

Tele-verification for opted in contacts

Permission based opt out process

Emails acquired through legal sources

CAN-SPAM COMPLIANT

11-step Data Scrubbing & Validation Procedure

Submission · Syntax Correction · Black List Check · Bounce Check · Junk Removal · Delivery

De-dupe · Role Account · Complaint Check · Spam Check · Validation

Quick Cleansing

Standard Cleansing

Client receives:
A. List of final screened and validated contacts
B. List of removed contacts

A. Client provides spreadsheet with contacts for cleansing
B. Post validation, cleansed spreadsheet is shared with an added column, mentioning VALID or INVALID

Data Health is a Key Measurement of Business Growth

Optimizing customer experiences at every stage of the buyer cycle is only possible with a dynamic data strategy.

The success of modern businesses to hinge upon their ability to:

✓ Capture the right data
✓ Convert it into actionable insights
✓ Discover efficient processes to manage enormous data volumes
✓ Maintain data-to-decision cycle continuity across all platforms

At Lake B2B, we have in-built proactive data refinement processes enabling businesses to achieve exactly that.

Analysis

Decision

Data

Action
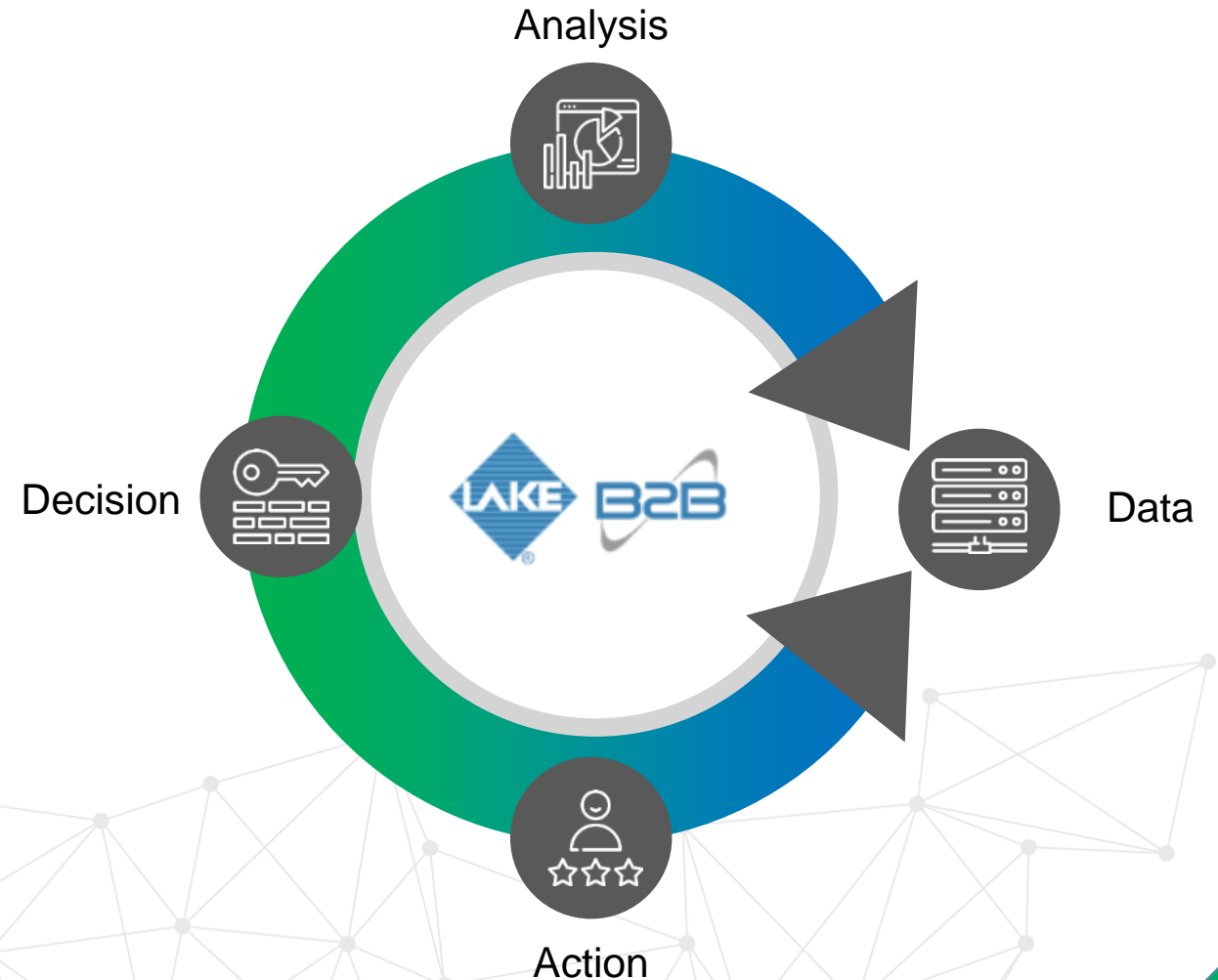
Keeping Your Data Healthy... Consistently

Our all-round data enrichment program brings out the best in your data with cutting-edge technologies and advanced performance tracking capabilities.

Cloud Integration

Performance Tracking

Post-delivery Enhancement

Appending Intelligence

Adding Fresh Contacts

Decay Proofing
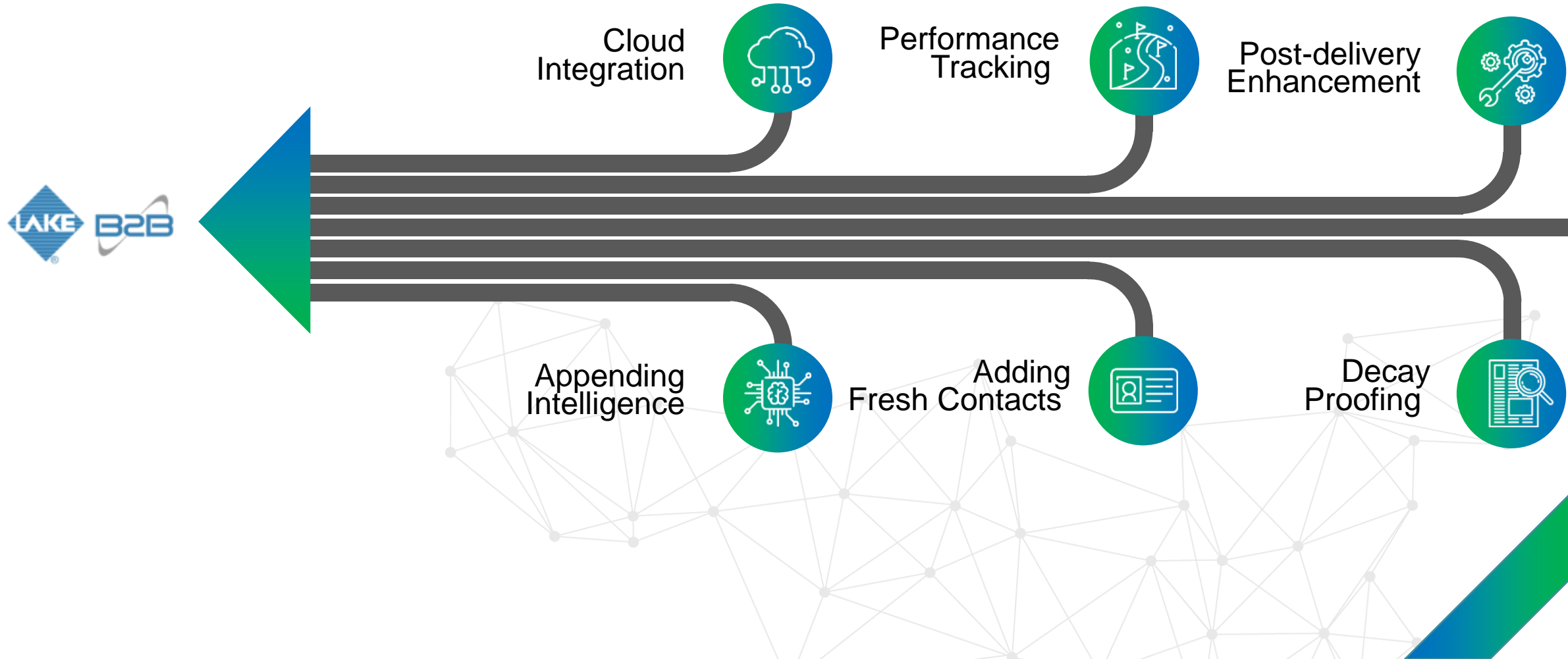
Multichannel campaign solutions

For Lead Generation

Primary B2B Marketing Focus for 2019

Drive sales

Generate quality leads

- Inbound marketing using buyer journey maps and preference data/intent data

- Outbound marketing using precision targeting and automation tools

The Biggest Game Changers for B2B Digital Marketing in 2019

Data-driven insights for accurate decision-making

Content mapped to target relevant prospects

Predictive intelligence for efficient marketing

Multiple Avenues Of Lead Generation

Email Marketing
Generating leads through personalized one-on-one communication

Social Marketing
Gathering leads basis social profiles, discussions and activities

Tele Marketing
Acquiring authentic contacts through human verification and qualification

Website-based Marketing
Meticulous web designs and sharp SEO for online brand building and lead generation

Search Marketing (PPC)
Harnessing search intent to ensure high-potential leads

Re-marketing (PPC)
Smart re-targeting of ads, basis cookie drops and cache memory
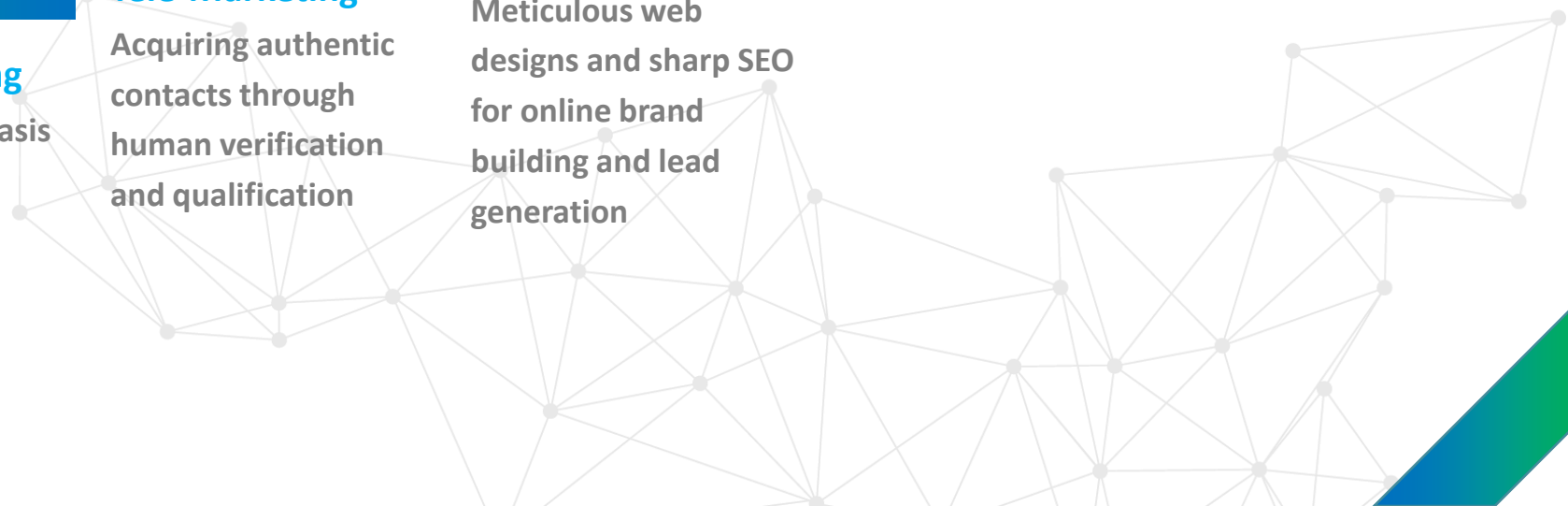
Email Marketing

Optimizes your dataset utilization

Content mapped to each phase of buyer journey

Drip Campaigns and Email Marketing Automation

Stage 1
Permission pass campaign to all contacts

Stage 2
Firmographic and Sociographic Segmentation of Data

Stage 3
Automated Content Nurturing Platform

Stage 4
Content Segments basis Lead Stage
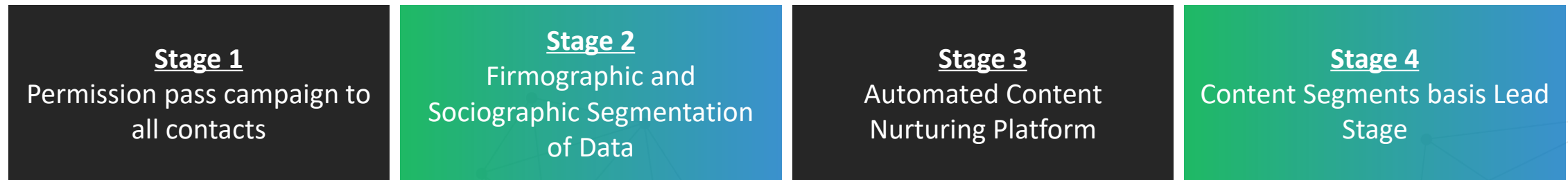
Website, SEO and Search Marketing

Objectives

1. Establish strong online presence with a website

2. Improve the online presence via strong SEO activities

3. Improve traffic from Target Market

4. Develop quality content for generating authoritative Backlinks

5. Create Positive Brand Visibility

6. Promote the brand as an Industry Thought Leader with case studies, white papers, blogs and long-form articles

Re-Marketing

We count on five touch points for primary visits:

Emails
Mobile Marketing
Tele-calling
Social Media
Search Engines

These visits are then followed through with

**SEO efforts,
re-targeting ads,
cookie drops and cache memory**

to convert them into viable leads with a high propensity of purchase.

Social Media

Objectives

1. Increase brand awareness
2. Gain more brand authority & recall
3. Achieve more inbound traffic
4. Increase targeted reach & engagement

5. Improve search engine rankings
6. Increase visibility, gain higher conversion
7. Sense the audience pulse & gain greater customer satisfaction
8. Improve brand loyalty with value-driven offers & schemes

Social Media Management

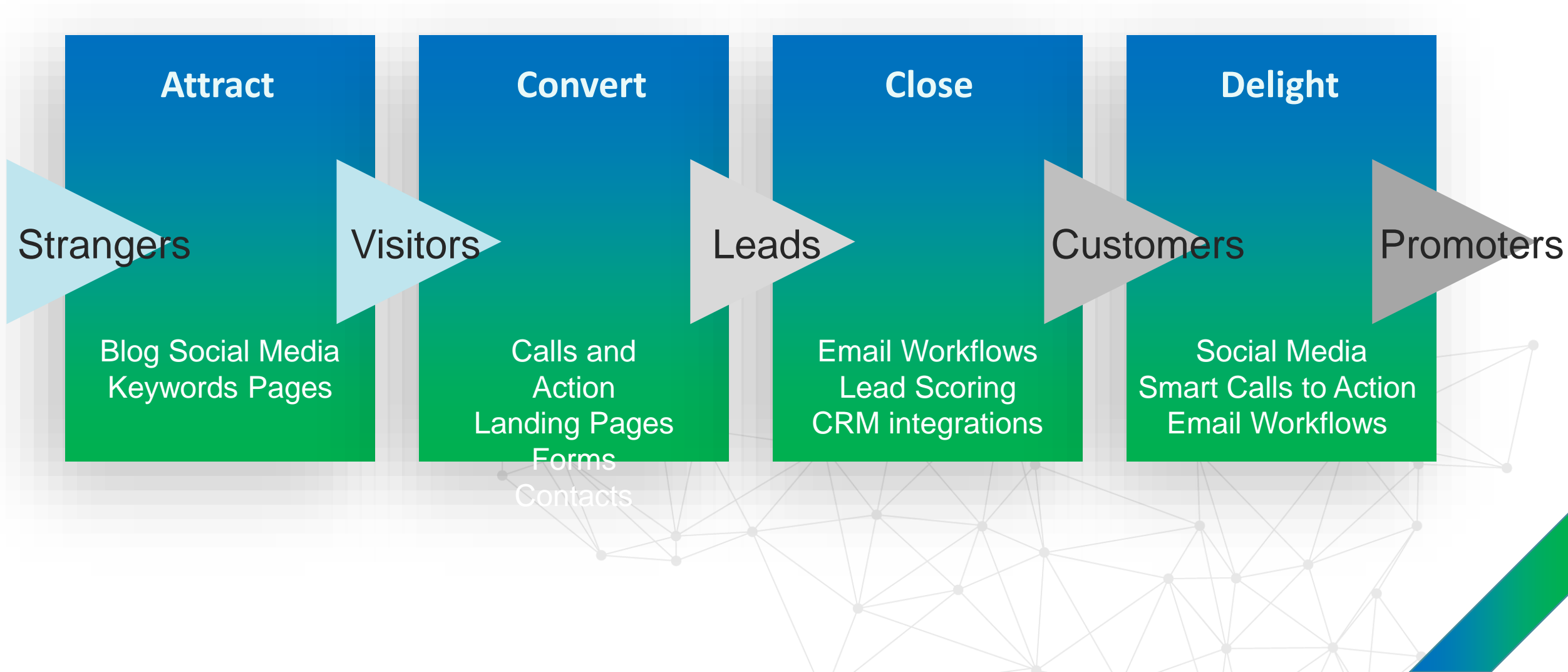| Social Media KPIs That We Track |
|---|
| Social Audience growth rate |
| Post Reach or Impressions |
| Share of voice |
| Social media Sentiment (ORM) |
| Total Social Media Engagement |
| Average engagement rate / Engagement per follower |
| Social traffic to the website |

Channels that we help optimize… but are not limited to….
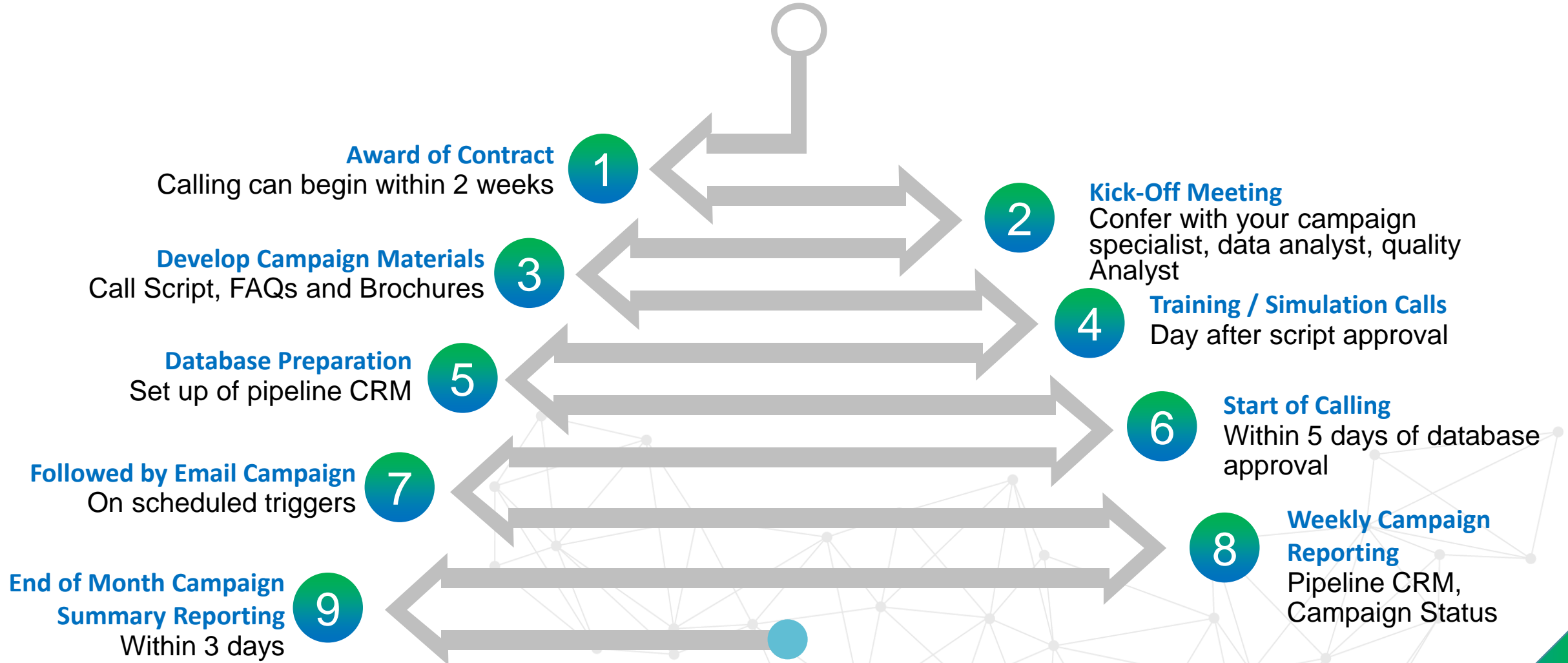
How we Tailor Content Based On Lead Stage

TOFU

- Blogs / Infographics
- Webinars
- Guides

- Videos (Marketing)
- Product Usage Surveys
- Newsletters
- Corporate Events
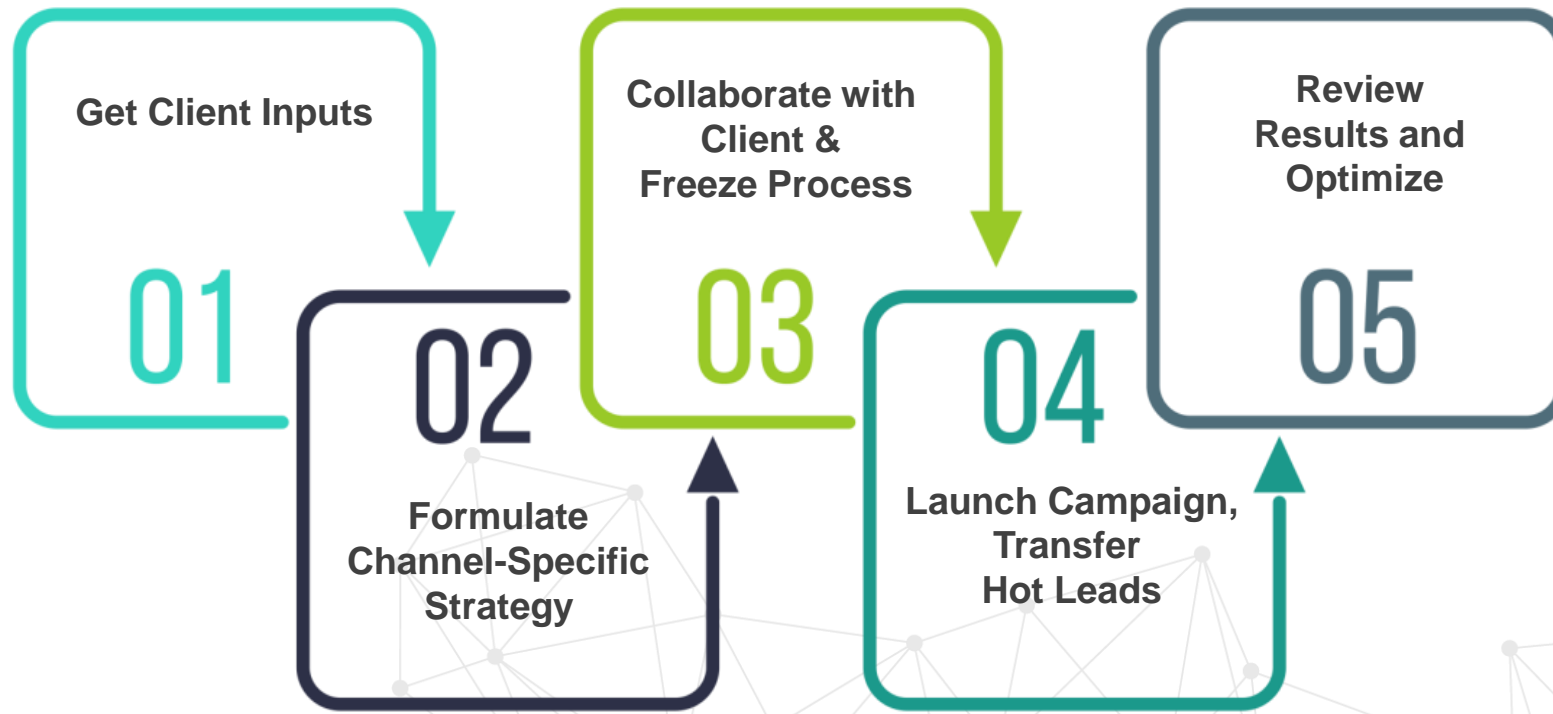
MOFU

- Case-Studies
- Newsletters
- Demo Videos

- Data Sheets
- Workshop's
- Whitepapers / EBook's
- Cheat Sheets

BOFU

- Testimonials (Video)
- Reviews on Third Party Sites
- Comparison Charts

- FAQ's
- Self Assessment Sheets
- Leadership Speak
- ROI Calculators

Demystifying Marketing Innovations

info@lakeb2b.com

1 (800) 710-5516

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NY - 10504