

Case Study

BAIN & COMPANY



Solution proposed
EMAIL & DATA APPENDING

Bain & Company relies on eSalesData's Email & Data appending service to get the accurate and standardized data

Company: Bain & Company

Industry: Business services

About Bain & Company

Bain & Company is a global business consulting firm that helps its clients make the big decisions: on strategy, organization, operations, technology, and mergers & acquisitions. Bain & Company's clients have historically outperformed the stock market by 4:1. Bain was founded in 1973 on the principle that consultants should deliver results - not just reports - to their clients. Since then Bain & Company have worked for over 4,150 clients in virtually every industry. With over 3,500 Bain consultants worldwide, Bain & Company measure success by their clients' results.

Challenge

Bain & Company is a global business consulting firm. They have a customer base of around 4,150 and over 40,000 in house database of similar companies. The company utilized many email appending solution providers in the past, but the results (match rates and quality of the data) was poor. They wanted accurate key contacts, email addresses and phone numbers to their existing 40,000 prospecting database.

Bain & Company turned to eSalesData for an affordable email and data appending solution that ultimately proved to be as powerful and as accurate as any of the solutions previously deployed.

Benefits of Email and Data appending solution:

- ♦ Accurate data & quality guaranteed
- ♦ 6 points quality checkup
- ♦ Improve conversion rates using cross-media, multi-channel marketing
- ♦ High security data protection
- ♦ Enhance the usefulness of an existing database with deliverable email addresses
- ♦ Increase ROI from marketing campaigns while reducing marketing costs

Case Study - Email Appending

Results

After scouring the industry for an email/data appending solution provider, Bain & Company zeroed in on eSalesData. "The company has the highest value-to-price ratio in the industry," John Donnell, Marketing Director, Bain & Company said. "It was the determining factor in selecting eSalesData. With their email and data appending services it allowed us to compete with other larger players in the industry"

By appending multiple contacts with email addresses, phone and other industry information to the given set of company names, eSalesData helped Bain & Company establish a strong relationship with most of the companies in a short period.

Bain & Company recently reported record growth during their third quarter. Mr. Donnell believes that the enhanced database that was delivered by eSalesData was a critical component that helped them expand marketing reach.

Mr. Donnell noted that in its first year of using eSalesData's services, his company saved more than \$85,000 in operating costs and achieved greater returns on investment (ROI).

About eSalesData

eSalesData is a Full Service marketing company that empowers corporations with leading edge Marketing solutions. We take a consultative approach when recommending a product or solution to our client. eSalesData works with wide array of small to mid-sized businesses. Our clients include numerous Software and Technology firms along with clients across multiple verticals. We invite you to learn more about these services, as well as eSalesData complete range of capabilities, by visiting our Web site at www.esalesdata.com.



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