



DBS Data – Sonar B2B Customer Acquisition Solution

Challenge

- Why aren't our prospects responding to our marketing campaigns?
- Why are we spending more and more marketing £'s with lower response rates?
- We know that there are 1000's of web searches on our search terms but we can't identify who is searching
- We know who our target market is but we don't know the best time to communicate with them

Better navigate the crowded marketing waters for new prospects

Marketing to your prospects at the exact point that they are looking for what you do massively improves marketing results. Only a small percentage of your target audience are in their buying cycle, Sonar enables you to navigate, detect and communicate with the prospects that are actively buying today. It gives you the insight and the data so that you can laser target your prospects and achieve better marketing results, whilst reducing marketing wastage.



“This highly intelligent predictive marketing platform has changed the way we look at our customer and prospects.”

Demand Gen Manager of a Global technology company



To find out more about Sonar and our other B2B Customer acquisition solutions please contact us on 01245 397 570 or email thesalesteam@dbldata.co.uk



► **DBS Data Sonar Customer Acquisition Solution delivers:-**

- Complete insight into the current interested prospect universe
- The names of the companies & most likely contacts who are searching the market for products like yours today
- New prospects that look like your targets
- Powerful actionable data enabling you to target prospects at the time they are looking
- A continuous pipeline of sales/ marketing opportunity based on right time buyer behaviour
- The ability to undertake Account Based Marketing at scale. Focusing more of your marketing effort at the prospects you have the best chance of closing.

Sonar uses artificial intelligence and predictive analysis techniques to track the web search behaviour of more than 150m global organisations. That's a lot of data processing. It delivers you with detailed insight into what your prospects are interested in buying today based on your key search terms. Armed with this insight you can personalise and tailor your contact strategies to communicate with those prospects at exactly the right time. Delivering right time marketing improves response rates, conversion rates and marketing ROI.

Delivery Options

Our flexible delivery options ensures that you can get the best results from Sonar to maximise your new customer acquisition:-



- **Data as a Service (DaaS)** – take advantage of our Sonar solution on a self-serve basis

Use Cases

Boost telemarketing lead generation results – the insight from Sonar has improved dial to lead ratios from 2% to 7% and improved conversion rates by 287% for one leading telemarketing and lead gen business whilst reducing campaign costs.

Build strong sales pipeline – Sonar tracked and analysed the buying behaviour of more than 10K target organisations for a global technology company. The insight resulted in additional sales pipeline valued at \$1.5m within the first 60 days and 60 new qualified leads.

Targeted Marketing Engagement – Sonar identified the top 150 insurance brokers by buyer behaviour and a further 300 brokers with strong growth opportunity for an Insurance Company. The insight provided supported the delivery of a successful marketing engagement campaign that delivered a 250%

improvement in broker engagement rates.

Effective re-engagement Campaigns

– Sonar was able to identify and deliver insight into 77k lapsed users of an online education community and identify 5k new targets who fitted the profile for a re-engagement campaign that delivered a 750% marketing ROI.

Understand the behaviour of your existing customers

– Sonar can also allow you to see how your existing clients are behaving at an organisation level. Essentially informing you of when clients are more likely to lapse and when your client retention skills are needed to keep your valuable clients active.

About DBS Data
We are passionate about data... and we have been since 1994.

With a combined data expertise of more than 150 years we have a culture that encourages us to think outside the box and deliver creative, compliant marketing data solutions that really make a difference.

Our vision is simple... to be the most trusted source of compliant innovative data solutions.



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