Boosting Marketing Campaign Efficiency by 42% With M-Clean's Data Deduplication

THE CUSTOMER

The customer is a leading water analysis solutions provider. They offer innovative solutions to help users get the most accurate results throughout the water cycle treatment. Their water quality solutions are used globally by municipal and industrial facilities to ensure compliance, improve energy efficiency, and reduce waste in production.

THE CONTEXT

The customer was using Marketo as their marketing automation and Salesforce as their CRM. However, they had duplicate data in their Marketo instance that was compromising their overall performance. They were facing challenges in identifying the right target audience for their marketing campaigns and were missing out on potential sales opportunities. The data inconsistencies were also hindering their support reps from providing accurate and helpful assistance. Lastly, the duplicate records were increasing the customers' license costs and reducing operational efficiency.

HIGHLIGHTS

- Boosted Marketing Campaign Efficiency by 42%

- Slashed License Costs by 68%

- Reduced Support Time by 44%

- Lowered Campaign Costs by 52%

THE OBJECTIVE

The customer wanted to get rid of the duplicate data from their system. This included data with the same email address, last name, first three numeric numbers of the address field, Marketo code, and Industry code. It would help them eliminate duplicates and maintain only clean and correct data for their marketing campaigns. Additionally, it would ensure accurate lead scoring and data reporting for their sales team.

THE SOLUTION

After understanding the customer's requirements, we offered to leverage our in-house dedupe solution for Marketo, M-Clean, to remove the duplicate data from their Marketo instance.

We set up a new instance for M-Clean and used their Marketo REST API details to connect Marketo with M-Clean.

At the ease of a few clicks, we helped their teams remove existing duplicates from their Marketo instance.

We took measures to prevent data inconsistencies due to real-time record duplication

We provided them with real-time dedupe reports with accurate data so their teams could create engaging marketing campaigns.

THE OUTCOME

With Grazitti's in-house expertise and dedupe solution, M-Clean, the customer was able to successfully dedupe all duplicate records in their Marketo instance. Now, they possess only accurate and up-to-date data which has improved their marketing campaigns efficiency by 42%. This has helped them leverage all sales opportunities and enhance customer satisfaction significantly. Moreover, with the elimination of duplicates, the license cost has also come down to a whopping 68%, thus, boosting the overall ROI.

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