

Effective Targeted Marketing With Quality Data

Scenario

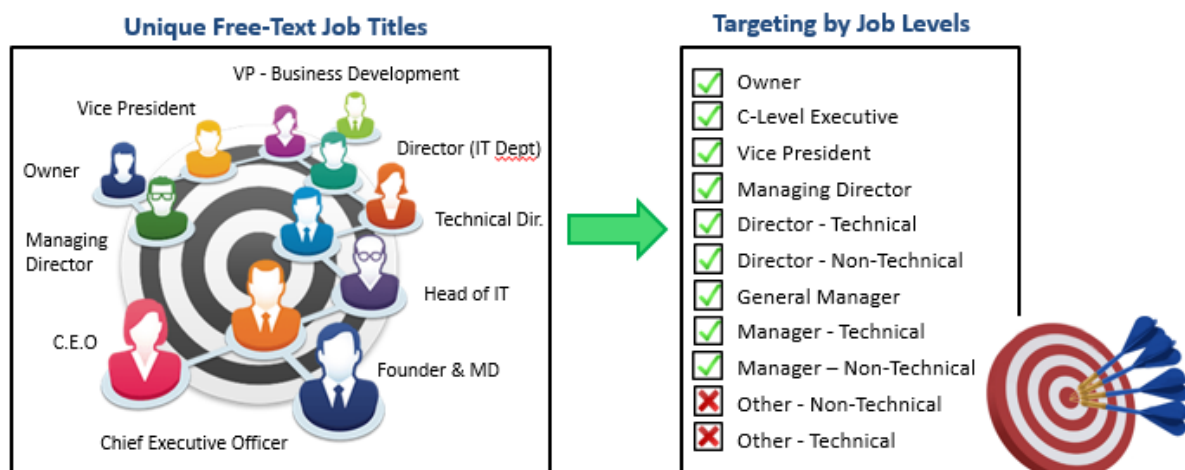
An ICT company has more than 100,000 records collected from purchased databases, events registration, webinars and online campaigns. These data are kept in different format in their marketing contact database, with ¾ of the records having unique job titles different from others. Most of the job titles are in free text format and are not standardised. In order to effectively execute targeted marketing campaigns with personalised messages, the company is looking into precise customer segmentation by job level and department.

Challenges

- Unable to formulate right strategy as data required to make business decisions may be spread across different data sources
- Extremely difficult to identify and merge information from diversified data sources into single database due to unstandardized format and incredible data volume
- Missing or incomplete information due to inconsistent data entry, for example,
 - Generic job title such as director or manager without department or job function;
 - Simply leave job levels as 'Blank' or manually mapped to 'Others'

Solutions

With Ent-Vision's Job Title Standardisation, the company is able to automate job title mapping process and reach targeted contacts at right decision levels.



- ✓ Intelligent and fuzzy data matching rules correct misspellings, convert abbreviations to full text form and removed unnecessary punctuation etc.
- ✓ Standardise and map thousands of free-text job titles to the correct 11 job levels and 15 departments

Free-Text Entry	Mapped Job Title	
Job Title	Job Level	Department
Director of Marketing	Director - Non-Technical	Marketing
Mktg Dir.		
Director (Marketing Dept)		
PA to Director	Other - Non-Technical	Others
...
IT Executive	Other – Technical	Information Systems/Technology

Thousands of free-text job titles

11 job levels & 15 departments

The ICT company has engaged Ent-Vision Data Services and discovered that one-third of their database do not have senior management contacts and three-quarters of their database do not have IT contacts.

Business Benefits

Ent-Vision Job Title Standardisation service helps the ICT company gain greater insights of their valuable contact database, maximize sales and marketing effort with personalized communication to the right decision makers, discover business opportunities to upsell and cross-sell.

- ✓ Improve accuracy and consistency in segmentation by job level & department
- ✓ Reduce data cleansing resources with highly automated process
- ✓ Minimise cost of incorrect decisions made on bad contact data

Find out more!

Visit us at <https://www.ent-vision.com/solutions/smart-data/> to find out more about how we can help in **Job Title Standardisation**. email us at **sales@ent-vision.com** or call us now at (65) 6742 7945 for a no obligation discussion.