Global-Z

How A Global Marketing Solutions Company Delivered Sophisticated, Targeted Marketing Campaigns in China

China Market Expertise Enabled Their Existing Tools To Expand Their Client's Business

The client saw double-digit sales growth and a significant profitability increase in China.

CLIENT COMPANY OVERVIEW:

The client is a global marketing solutions company that helps businesses reach their target audiences through marketing automation, list management, data hygiene, data and email append, database management, email marketing, and sales attribution.

CHALLENGE:

A key client's customer, a global electronics component distributor, wanted to expand its business in China. It wanted to deploy the same capabilities used elsewhere in the world to produce sophisticated marketing campaigns, which enable testing and campaign attribution through match-back to sales activity.

However, with no experience in China, the company needed a reliable and experienced partner with a deep understanding of local issues to perform data hygiene and matching services with Chinese data. The partner also needed to prepare the client's data for use with the existing systems that the marketing services company used (and was familiar to the client).

SOLUTION:

The client selected Global-Z to build custom hygiene, matching (including transliteration), and merging rules that could be used to create a golden master record for each prospect in the marketing campaign. The output of the system is used directly as input into the existing marketing solutions platform.

RESULTS:

The client saw double-digit sales growth and a significant profitability increase in China. Data quality for the house and prospect databases improved significantly leading to better forecasting and higher deliverability and return on investment.

Global-Z and this marketing solutions company have worked together since 2012 and in the China market since 2014. More then 7-million Chinese records were processed for this client in 2017 alone.

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