Build Your Highest Potential Marketing List

Stack your house list with high-value prospects that target your Best Customer Profile

CSG

	Map Best Customers to Audience		Stack the House List			Estimate Market	Optimize
	Best Customer Profile	**Audience Profile**	**Automated 3rd Party Append**	**Backfill Data Gaps**	**Custom List Build**	**Total Addressable Market Value**	**ROI**
Motions	Who are your best customers? How do we make your best customers into a prospect profile?	Establish Decision Makers, Influencers and End Users Map titles to job level, job function, and job sub-function	Auto-append missing contact data Acquire net-new records that align to the best customer profile	Identify and suppress invalid contacts--left the company, wrong job title Scrub email addresses Social media validation	Find and run discovery against high-value market segments that are outside available 3rd party databases	Estimate the value of prospects discovered while building the campaign list	Use actual results to improve targeting and process Listen for surprises and unexpected opportunities
Metrics	We use your success metrics—profit, sales, growth etc.—to build the target prospect profile	% of house file that is valid % of records by missing or invalid data element	Email deliverability Response Rates Cost per Acquisition Cost per Click Cost per Sale	Percentage of valid and invalid records to be remediated by data field (phone, email, title, etc.)	Net-new contacts Email deliverability Contact rate Contact to inquiry rate MQL conversion rate	Estimated market share Potential sales increase Potential marketing investment ROI	% Program Goals Reach Conversion Actual program impact
Results	Crystal-clear picture of highest value prospect targets Automatic alignment with core business goals	Identify job titles in the house file and any that are missing Define total addressable market (TAM) based on available 3rd party data Summarize gaps into a custom discovery plan	Target marketing investments toward data that maps to your best customer profile Lower cost per acquired contact Lower database maintenance cost	Data cleansing, acquisition, and marketing strategy roadmap Clean, complete data that drives more effective targeting	Completed contact and profile information of prospects that align with best customer profile Qualitative insights to help determine the mind and behavior of your buyers Competitive insights	Precise targeting and tracking of net-new and incremental marketing and sales motions	Find new leads in unseen or underdeveloped areas Market to highest-value prospects for better marketing budget yields A better marketing relevance = a better customer experience
Budget	$5,000		Append fees are .25 to .75 cents per updated record Net-new contacts cost from $1.00 to $1.95 per validated contact	$2,500	L3 Tele Rep	$5,000	Typical budget for a 30,000 record database not including customer list build is $20,000

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