

The data decay

With the industry changing rapidly, Insight Data's managing director Andrew Scott writes exclusively for *The Fabricator* on the importance of data cleansing

It is not hard to see why more and more businesses across the industry are turning their hands to email marketing. Not only does it provide the best way to connect with new customers, it can maintain good relations with existing clients and build brand awareness.

However, it is important to remember that an effective email campaign is only as good as its data. For the deluge of responses desired to deliver a return on the investment, businesses need to actively cleanse their data to ensure they are contacting the right people and getting the right results.

In this current world of acquisitions, mergers and closures – especially in the fenestration industry, the issue of data decay has never been more significant. If businesses have purchased data or a one-off list of email addresses, they could be wasting their time contacting decision makers who have changed jobs, retired or even passed away – and businesses that might no longer be trading.

Not to mention the potential of damaged reputations with high bounce rates leaving businesses looking unprofessional and resulting in possible blacklisting from email providers, meaning the hard work and investment could all be in vain. On the other hand, data which has been effectively cleansed can transform an email campaign, producing high deliverability with low bounce rates and will help to drive customers and sales to the business.

With the industry landscape changing, almost on a daily basis, it is becoming increasingly common for businesses to outsource their data management. In doing so, they don't need to worry about data decay or the vital upkeep that great data demands. It is something we are seeing more and more of at Insight Data, as businesses across every sector of the industry sign up to our service.

We specialise in data and marketing intelligence for the fenestration and wider construction industries. At the heart of this is our pioneering 'real-time data' which is cleansed and validated by our seven-stage verification process. In just one of those stages, our team of in-house researchers make 20,000 phone calls every month to confirm every detail.

In another, we have a direct feed from a credit reference agency which confirms credit ratings and identifies companies on our database that have gone bust, moved or changed directors.

It is all accessed through Salestracker, our online prospect database which now combines a powerful CRM system and a brand-new email marketing platform called STEM (Salestracker Email Marketing). Information from across our five databases including fenestration and glazing, house builders and architects is available 24/7 via a computer or mobile device, empowering field-based



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sales teams looking for prospects wherever they are in the country.

In short, Salestracker brings together data for over 60,000 potential customers, providing up-to-date contact details and business information including key decision makers, suppliers, output and of course, credit ratings. This allows users to effectively evaluate prospects before any approach is made.

The introduction of STEM now means users can design, build and send dynamic, powerful email campaigns from within Salestracker. Any leads or enquiries drop directly into Salestracker and can easily be tracked using the CRM system, and then passed onto the sales team to follow-up.

Through Salestracker, we have provided systems houses, fabricators, component suppliers and sealed unit manufacturers with the necessary data to improve their sales and marketing strategies. We provide these businesses with a reliable and efficient platform which removes the need to internally manage and cleanse their data and more importantly allows them to connect with the right decision makers and win new business.

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