

Details in the data

Andrew Scott speaks exclusively to *The Fabricator* magazine on the challenges of marketing in a rapidly changing industry, and how Salestracker and its new email marketing platform, STEM can help

For better or worse, acquisitions, mergers and consolidations have become a regular sight in the fenestration industry. Such is their frequency, the industry landscape seems to change almost on a daily basis. This, of course, creates a number of challenges for businesses.

As the industry changes so rapidly, data decay has never been more significant, with once trusty marketing lists and spreadsheets now destined for the archives because they simply cannot keep up.

It is for this reason we have seen businesses across every sector of the industry switch their approach and adopt Salestracker for their sales and marketing needs. In doing so, businesses can effectively eliminate data decay and avoid damaging their reputation by contacting companies that are no longer trading or decision makers who have changed jobs, retired or even passed away.

Real-time data

Salestracker, our, online portal, combines a prospect database, a powerful CRM system and a brand-new, integrated email marketing platform called STEM. It's powered by what we call 'real-time data', which is achieved through an in-depth seven-stage verification process for ultimate accuracy.

In one of these stages, our in-house research team make over 20,000 calls per month to confirm every detail. In another, we have a direct feed from a credit reference agency which confirms credit ratings and identifies companies in our database that have gone bust, moved or changed directors.

This means our 700+ users including major systems companies, fabricators, component suppliers and manufacturers, always have access to the most up-to-date data and market intelligence for the fenestration and construction industries. Better still, Salestracker is an online platform which is available via a PC, laptop, tablet or mobile device providing 24/7 access for businesses and their sales teams no matter where they are in the country.

In short, Salestracker brings together live data for over 60,000 potential customers, including contact details and business information such as key decision makers, suppliers, output and credit ratings. Whether it's architects, housebuilders, main contractors, local builders or fellow professionals from the fenestration industry, Salestracker allows you to target the right prospective customer for your business.

An industry first

It's a stark contrast to those businesses relying solely on one-off data lists – sending out email campaigns to old email addresses with nothing to show for their investment except high bounce rates and potential blacklisting from email providers. That difference was made even clearer



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when we launched STEM, Salestracker's integrated email marketing platform.

STEM is the industry's first and only, dedicated email marketing platform, harnessing Salestracker's prospect data. Now, customers can create their email audience using our accurate data and then design and build dynamic email campaigns in HTML or using our intuitive drag-and-drop design suite or one of our templates. Once it's sent, STEM will effectively track any responses, leads or enquiries using an in-built landing page and Salestracker's CRM system – ready to be followed up by the sales team.

The combination of Salestracker and STEM delivers not only a proven platform for businesses to effectively and efficiently target new customers – even in today's ever-changing industry, it removes the need to internally manage and cleanse data. By pairing a Salestracker and a STEM email campaign with direct mail and telesales businesses can create a high-impact, multi-channel campaign to a highly-targeted data group either locally or nationally. □

For more information about GDPR and data compliance, visit www.insightdata.co.uk/GDPR

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