

Leading Multi-National Telecom Provider Boosts Email Marketing Success with OMI Database Cleansing Service

“Regularly enhancing and updating prospect and customer records is critical to maintaining a healthy database. We are proud to strengthen data accuracy for such an influential client, empowering them to get more value and better results out of their campaigns.”

– Paula Chiocchi, CEO, Outward Media, Inc.



Overview

When the pandemic hit, it drove millions of job losses and changes, creating a need for B2B businesses all around the world to level up their database cleansing efforts. This leading telecom provider was no exception, and after a successful three-year file cleaning engagement with OMI, it doubled down on cleansing. With OMI's continued support, the Fortune 25 firm has maintained 95% email contact accuracy, while also fueling third-party data cost savings.

The Situation

Maintaining an accurate, reliable prospect database is a challenge for companies of all types and sizes. This challenge escalated as the pandemic forced business shut-downs, closures, and furloughs; and as the “Great Resignation” of 2021 created unprecedented employee turnover.

- 01 This Fortune 25 telecom company needed a solution for performing ongoing database maintenance and increasing the accuracy and validity of its prospect database records.
- 02 Realizing accurate and relevant data is essential for reaching prospects and customers using email, the firm recognized ongoing data cleansing enabled it to get more value and better results out of its campaigns.
- 03 Facing the risk of bad data damaging its email send score and IP address reputation, the company needed a way to continuously detect and correct inaccurate records.
- 04 With data acquired from up to six different external providers along with three CRM sources, the company's database represented a massive cleansing challenge, with 60 million B2B prospect and customer records intended for U.S. campaigns.

The Solution

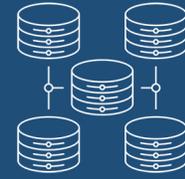
Following a comprehensive search, OMI was selected for its proven data cleansing, enhancement and maintenance services.



OMI's high-quality *B2B and SMB database – the largest of its kind in the US, with 78 million contacts including email addresses*, spanning 18MM companies – also factored into the decision.



OMI's email data expertise is highly regarded in the industry. Its rigorous cleaning process includes correcting address, company and contact names; matching correct contact information to the company record; and performing email verification.



Lastly, the sizeable OMI Clean-Send Suppression Database, a list of harmful or negative email data, offered the scale the provider needed for analyzing its large volume of records.



“We are thrilled with the ongoing cleansing results. Removing bad, inaccurate data has helped us achieve greater value out of our investments in external data, making our marketing initiatives even more efficient and optimizing our reach to prospects and customers.”

– Sr. Data Analyst, Fortune 25 Company

The Outcome

Over the course of the pandemic, OMI doubled-down on cleansing for the telecom provider, performing two deep cleanses including one with 6MM businesses written out of the file and 13MM contacts removed. The second cleanse purged 1.5MM businesses and 5.5MM contacts.

35MM

In the initial batch cleanse of 35MM records, including 32MM email contacts, 36% were suppressed. Since that first cleanse, the client records being maintained and updated have now reached 60MM in volume.

27%/9%

OMI's email verification process identified and removed 27% of the email addresses due to hard bounces and an additional 9%—identified as spam traps—were also removed. A small percentage were determined to be non-U.S. emails: these email addresses were removed to comply with GDPR, the European regulation on data protection and privacy.

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The process, which was completed in three weeks, enabled this Fortune 25 company to update the quality and validity of its email lists; increase email deliverability and engagement rates; and renegotiate data rates with its third-party providers based on data accuracy to save valuable marketing dollars.

5MM

Following the results from the staged cleaning process, the telecom provider awarded OMI a three-year contract to cleanse up to 5 million records per month to ensure the highest quality of data moving forward for campaign usage.



In OMI, the company has found a valuable partner to enhance and maintain data accuracy, protect its email sender reputation, and ensure a more effective way to reach prospects and customers.