

CommuniCloud

DCA Case Study

Our client is CommuniCloud, a leading provider of unified communications and cyber security solutions. This Australian-based company provides a huge range of video and audio services, as well as cloud, hybrid and on-premises solutions for a diverse range of clients including government organisations, and have a robust partnership network with several industry leaders.

CLIENT REQUIREMENTS

CommuniCloud sought to partner with DCA on their market expansion strategy in Australia. Their goal was to use reliable, accurate data and expertise to penetrate new sectors, grow their pipeline and ultimately increase their conversions.

Client objectives were as follows:

- Penetrate new sectors via digital marketing, with a specific view to reaching people in the following markets: energy retailers, telecommunications, business process outsourcing, call centre/telephone businesses, education, healthcare and government
- Increase their reach and brand awareness
- Increase the number of leads coming in through their pipeline and therefore the total number of conversions

THE PLAN

DCA collaborated with the client to prepare a detailed work plan incorporating key performance indicators and critical success factors.

- Developed a framework to assess customers against their ideal customer profile via specific, measurable metrics
- Workshopped with CommuniCloud sales and marketing teams, ensuring key stakeholders were able to provide feedback and expertise across the process
- Created data profiles of the existing segments and personas to understand customer needs and determine ideal product mix



CLIENT

CommuniCloud



CLIENT INDUSTRY

Technology



DCA'S SOLUTION

IncNet Marketbase B2B Data Set

Data Enrichment

Data Analysis

CommuniCloud

DCA Case Study

DCA'S SOLUTION

DCA provides a highly customised and supported service to CommuniCloud, with a view to supporting their objective of growing their pipeline and improving marketing efforts in the longer term.

- Providing a tailored B2B dataset of quality data, enabling personalisation and segmentation
- Included technographic information, allowing segmentation on the basis of what technology is in use for the lead, enabling CommuniCloud to send the right offer to the right lead at the right time
- Provided customer and prospect analysis, allowing CommuniCloud to identify profiles that have the highest propensity for conversion, along with feedback data that allows flexible updates to the existing framework
- Regular data refreshing to ensure accuracy and validity
- Transparency around data collection and process, using publicly available B2B data sources, collected by experts in Australia

CUSTOMER BENEFITS

Increased pipeline growth:

- Increased the number of qualified leads and the number of inbound enquiries
- Increased conversion by providing stronger, more targeted leads to the sales team
- Increased the brand awareness

Reduced administration for CommuniCloud staff:

- Significantly reduced both the time and financial burden of generating internal prospect lists
- Significantly increased the accuracy and completeness of internal prospect lists
- Additionally, the reduction of time and cost meant that sales and marketing staff were then freed up to focus on growing the business

Better data quality:

- Enhanced data quality, which improved the value of EDM campaigns by several metrics:
 - Email bounces were significantly reduced
 - Email open rates were improved
- Additional attributes such as number of employees, revenue, technographics, and industry codes have provided the client with the consistent segmentation required to extract meaningful marketing analytics from campaign data