

Research Assist

MiDataView

Research SMART

The Business Problem

Due to rapid pace of today's business, the organization's account and lead data become obsolete over time. There are many factors that makes your data obsolete such as - employee change jobs, companies move or shut, mergers and acquisitions, relocations etc. These changes add additional complexity to sales and marketing teams as lists become dirty and demand generation campaigns start falling flat.

With MiDataView Research Assist, you can keep your data refresh and up-to-date. You can verify and replace dead data and append missing data and save a lot of time and resources.

MiDataView Solution

Every company faces the challenge of keeping their data clean. MiDataView eliminates the risk of current list becoming static. Our In-house data scientists and researchers ensure you have the verified data of your accounts and leads and enabling your teams to focus on sales.

DRIVE MEANINGFUL ENGAGEMENT

Now, since you have cleansed your data you can drive a more meaningful engagement and build a stronger cross-sell and up-sell pipeline. Complete and refreshed business records give you more options for segmenting and delivering targeted messaging, resulting in a higher probability for success. What's more, having detailed information for a company allows vertical-specific messaging for outbound marketing as well as the dynamic delivery of relevant content on your website. In addition, enriching company data with individual contact information will help you narrow down your audience to focus in on the decision markers with whom you should be engaging. These insights can help you understand where to spend time prospecting and upselling and cross-selling.

“The Research Assist of MiDataView platform is definitely a good business solution for today's competitive market.”

- MiDataView Client, UK

Advantages

- Boosts campaign effectiveness
- Correct inaccuracies in your existing database
- Identify duplicate records
- Append missing data
- Help you monitor existing accounts for changes
- Dedicated Account Managers
- Ready to use APIs for Integrations to Marketing tools, leading CRM and legacy systems