

Latimer Group Case Study

MiDataView

Latimer is Winning Big with MiDataView

The Business Problem

Latimer Group's main challenge was to connect with the right person in the organization. Being highly disruptive, they needed to connect to top level contacts in the target organization who could be willing to embrace such disruption. Latimer Group was looking for a research partner to research targeted list of prospects of high level individuals with very specified job titles. Additionally, they were looking for vendor partner who have great experience in the market as well can deliver the tested list of high level contacts for demand generation.

MiDataView Solution

MiDataView Account Assist seemed to be the best fit for the type of challenge they were facing. The engagement started with couple of projects in the UK and then the partnership grew for multiple projects to assist them on regular basis.

Driving Engagement

MiDataView helps Latimer access decision-maker profiles with complete set of information like location, direct email, job title, department and phone no to reach out to them directly and bypass gatekeepers. Thus, saving a lot of time in reaching the right person.

About Latimer Group

Heralded in The Guardian as "Moral Madmen", Latimer is a fast growth full-service co-creation agency that helps brands, governments and NGOs grow through co-creating with youth audiences. To date Latimer has co-created with +60,000 young people across 33 countries and reached in excess of 23 million people worldwide through its campaigns. In doing so it has created over 200 jobs for the youth network it supports. They were recently listed in the top 50 most disruptive businesses in the UK by Real Business and described as "the future of advertising".

"MiDataView Account Assist Team is expert in their domain and we prefer to work with them again and again for our research."

- Latimer Group



Country: United Kingdom

Industry: Marketing & Media

"MiDataView is the leading provider of business data through its all-in-one platform called SMART platform. MiDataView SMART Platform offers business intelligence to help organizations accelerate revenue and profitability. The platform helps you find targeted leads, build stronger pipeline and grow your customers."