



Case Study

IT CYBER SECURITY

Client



Background

Before working with RDIGS, a publisher onboarded an IT Cyber Security client for targeted lead generation campaigns, working alongside five specialised partners to fulfil their campaigns. Over time, the client reported issues with the quality of leads generated by some of these partners, specifically, instances of bounced emails and unverified phone numbers. While other publishers typically provided around 25% direct dials, the client aspired to reach at least 50% to ensure they were engaging with genuinely reachable prospects. This is where RDIGS stepped in.

Challenge

The primary issue was the inconsistent quality of lead data from external sources, which resulted in numerous bounced emails and unverified phone numbers, thereby hampering the client's follow up efforts. The challenge was to improve overall data quality & significantly boost the proportion of direct dials, aiming to exceed the industry norm & the client's target.

Actions Taken

RDIGS implemented a multi-layered approach to elevate data quality and ensure higher direct dial rates:

- **Comprehensive Data Cleaning:** Each campaign underwent rigorous data verification to ensure that only clean, validated data was used.
- **Tele Verification:** Every lead was subject to tele verification to confirm the accuracy of phone numbers, enabling the identification and confirmation of direct dials.
- **Direct Dial and Mobile Confirmation:** RDIGS consistently confirms direct dial and mobile numbers across all campaigns. This practice has built up a substantial volume of data with verified contact details, allowing us to place a heavier focus on leads with direct dials.
- **Email Deliverability Checks:** For every lead generated via email or targeted display, an email containing the downloaded content was sent. Before any follow-up communication, we verified deliverability to ensure messages reached their intended recipients.

Outcome & Lessons Learned

The enhanced verification processes yielded outstanding results:

- **Direct Dials Exceeded Expectations:** The proportion of direct dials surged to an impressive 70.1%, far surpassing the client's 50% target.
- **Email Bounce Rates Nearly Eliminated:** The meticulous email deliverability checks resulted in almost no instances of bounced emails.

Lessons Learned

- **Proactive Data Hygiene:** Rigorous, ongoing data cleaning and verification significantly enhance lead quality.
- **Focused Data Leverage:** By consistently confirming direct dial and mobile numbers, RDIGS built a robust dataset, enabling us to prioritise high-quality leads and exceed client expectations.
- **Integrated Verification Processes:** Combining tele verification with email deliverability checks builds trust and ensures that the generated leads are both accurate& actionable.