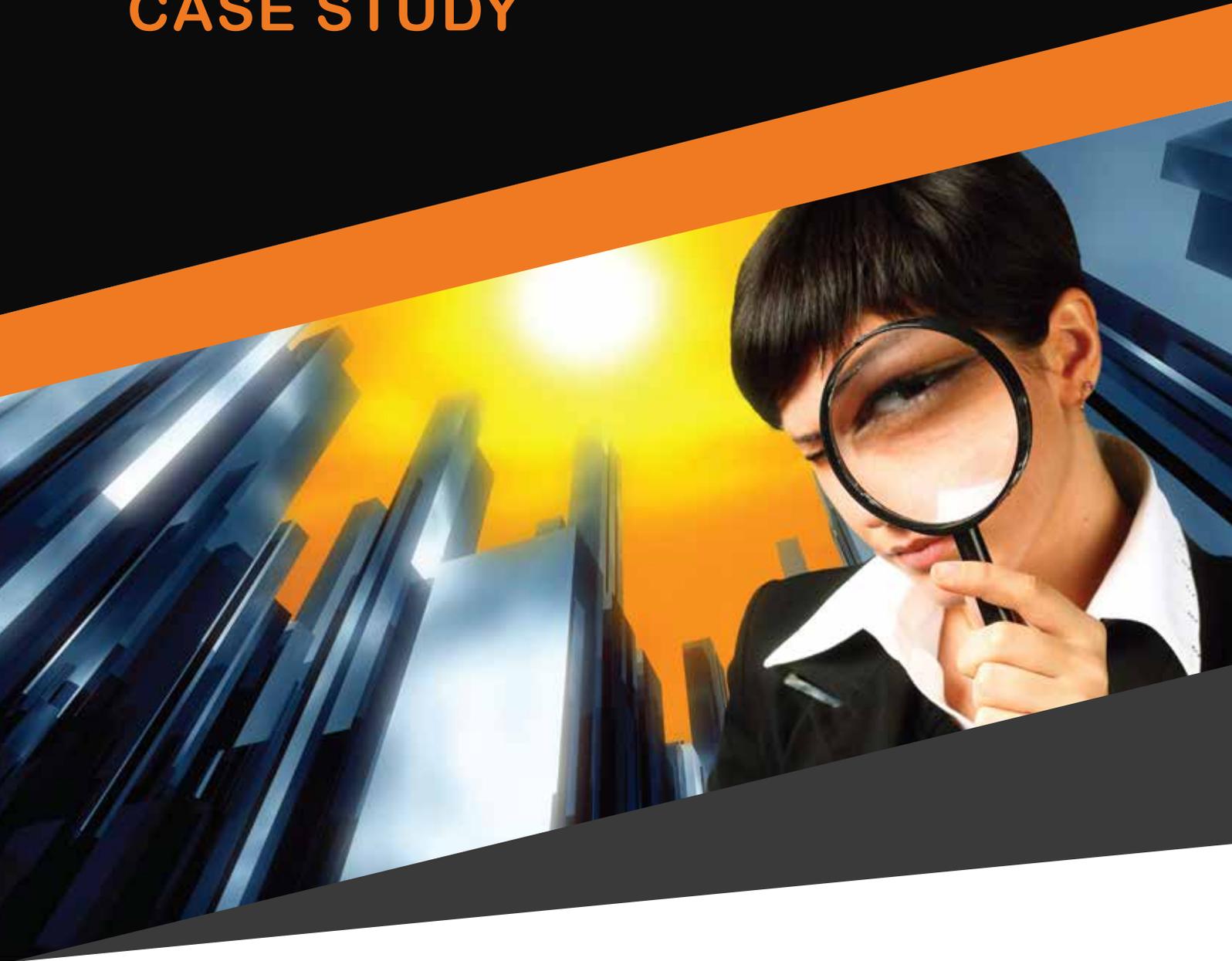


# starshot\*

## CASE STUDY



Starshot is a powerhouse in B2B marketing with an agency culture beyond expectations. By embracing design thinking process, their passion for excellence has delivered complex solution to firms across the world in different array of industries.



## INDUSTRY – EVENT MARKETING

### Solution Offered

Enormous decision makers list from Mail Prospects excites Starshot for the next level business.

### PROBLEM HISTORY

Starshot as a key agency in marketing sector was interested in having highly targeted decision makers list from Finance and IT sectors. Firm expected data of 4,319 companies to be added for their database on a very short notice.

For better B2B conversions in USA, they needed niche focused list to capture sales and better brand visibility. They lacked the expertise in collecting the enormous targeted data that made the situation worse for them to gather lead intelligence and deliver the same to their consumers.

### TESTING

Building the credible internal database.

Decoding the list of decision makers from different sectors in short span of time.

Decorating their lead intelligence in technology & finance sector from scratch.

Providing the appealing accord with reliable channel for cost effective marketing.

### QUICK FIX PHASE

By connecting our influential knowledge banks and data centers around the globe, Mail Prospects delivered the target before the agreed turnaround time. For swift operations and distribution, we adopted few guidelines to unfold the potentials according to their pre-requisites.



## CLEARING AND VALIDATING

**Mail Prospects** kicked off with bang by adopting latest technology to gather credible data list from our global partners and database to write-off all the lapses, battered entries and inaccurate details. After which the data was validated with thorough examination to ensure optimized environment.

## RELEVANT AND MATCHING

After collecting and validating the data, Starshot's list was compiled to identify and suppress the individual who responds to avoid the flaw in B2B engagements.

## DISTRIBUTION

Double-encrypted FTP connections were utilized for uploading .xlsx file to their internal CRM system for maintaining high security and data privacy.

## DELIVERING RESULTS

Our targeted data list inspired and excited Starshot to flex its wings in different domains. **Mail prospects** assisted Starshot to seal many B2B deals which was a pure necessity for them to expand their presence in world market. With positive feedback from market, they claimed maximum B2B conversions and response rate among their competitors.

The list was handed over to them in a short time which helped them to launch their services across USA efficiently with whooping ROI.



## ABOUT MAIL PROSPECTS

**Mail-Prospect** stands out of the box, when it comes to provide industry leading sales leads, email/data appending, application development and online marketing solutions which enables to stay ahead of others.

At **Mail-Prospects** you can demand 3 effective aids for business:

Exceeding expectation, Optimize your Resource and Investment, Connect with potential customer database. We are committed to help you in empowering business reach to next level and enhancing the communication with existing customers.

Our global delivery center provides best customer support to ensure that every deal and campaigns are reached to pinnacle of desired business.

*We deliver relevant, accurate, comprehensive and fresh data!*