Smart Electric Power Alliance

THE CUSTOMER

Smart Electric Power Alliance is a non-profit organization dedicated to working with electric power stakeholders through the most pressing issues affecting the growth and utilization of smart energy.

Industry: Non-profit

86%

86% of contacts now have job titles and functions

66%

66% of contacts in the database were matched

2,000

2,000 contacts from Smart Electric Power Alliance's database were moved to the correct account

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Growth Story

THE CHALLENGE

Smart Electric Power Alliance had a vision of developing an advanced target marketing strategy. Unfortunately, over 60% of the contacts in their CRM system were missing key job titles and functions, making it impossible to segment audiences for their campaigns.

Smart Electric Power Alliance recognized a one-time data cleanse was not the solution. Instead, the company would have to adopt an ongoing data cleansing strategy. "Our existing data provider offered an on-going data cleansing tool but they were only able to match 33% of the contacts in our database. ZoomInfo, on the other hand, was able to match over 66% of our contact database," stated John van Zalk, Membership Data Associate at Smart Electric Power Alliance.

THE SOLUTION

With ZoomInfo's Clean for Salesforce, Smart Electric Power Alliance affixed job titles and functions onto 40% of their contacts. The additional data was an integral piece for their company's marketing success. "With ZoomInfo's Clean for Salesforce, 86% of the contacts in our database now have job titles and functions, allowing us to segment our audience and execute highly targeted marketing campaigns," said van Zalk.

Additionally, Smart Electric Power Alliance uses ZoomInfo to append data onto self-registered leads in their CRM. "With ZoomInfo's Clean, we were able to append necessary data onto self-registered leads in our database. So far we've moved over 2,000 contacts to their correct accounts. And as a result, we reached our goal for increasing the number of contacts within member organizations, six months ahead of time."

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JOHN VAN ZALK
Membership Data Associate at Smart Electric Power Alliance

THE RESULTS

To ensure campaign success, Smart Electric Power Alliance uses Clean's quality metrics to denote higher quality leads. The quality metrics field allows Smart Electric Power Alliance to understand data quality on each person within their CRM. Moreover, the tool enables them to remove contacts from a campaign that negatively impact bounce rates. "Ongoing data hygiene is extremely important to us. If we're marketing our products to lost contacts, our conversion rates are greatly affected, making it difficult to assess the success of our campaigns. Additionally, we need to make sure we are able to accurately assess the available audience for a specific product to make sure it has potential," explained van Zalk.

Lastly, Smart Electric Power Alliance was continuously impressed with ZoomInfo's support while implementing Clean. The team's support eased the product application process for the company. "The support of ZoomInfo's team has been awesome. When implementing the tool, there was always someone willing to jump on the phone with me and work out any questions we had. No matter the issue, they were always able to figure it out," said van Zalk.