End-to-End B2B Sales Analytics (1/2)

THE CHALLENGE

- DSV – global leader in logistics and freight-forwarding
- Marketing and Sales often done through “spray & pray”
- Looking to drive incremental revenue through upsell opportunities with existing high and low-involvement customers in Germany.

In order to achieve this, DSV needed to:

- Improve the current depth and breadth of information about clients & prospects
- Understand what clients are most likely to be interested in
- Cater to clients’ specific needs through customized targeted offers
- Increase the effectiveness of e-mail marketing communication
- Integrate a easy-to-use user front-end within the existing DSV infrastructure, without the need for new expensive solutions

Phase 1

Data Enrichment that ensures that data for clients is correct, complete and thorough

Phase 2

Micro- Segmentation of accounts that categorizes clients according to their specific needs

Phase 2

Upsell model that identifies opportunities for targeted upselling

Phase 2

E-mail marketing optimization to improve response rates

Phase 3

IT integration focused on usability and automation

End-to-End B2B Sales Analytics (2/2)

IMPACT

Improved E-mail Conversion Metrics

- Ca. **8000** new individual companies targeted through new e-mail addresses
- Open rates amongst targeted companies improved by **23%**
- Click-through improved by **56%**

Better Lead Quality

Leads from the new e-mail campaigns are higher quality as they are already focused on a specific product and the sales conversation progresses faster

Higher Sales

Although still early stage to provide definite % uplift in sales, early indication that sales uplift could be **between 10% and 20%** amongst targeted companies

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