



CASE STUDY - TurnKey Marketing

DATA MATCHING TOOL GIVES MICROSOFT EXCEL AN EXTRA BOOST

COMPANY PROFILE

TurnKey Marketing is privately held promotional marketing company specializing in the automotive industry. Established in 2002 out of Southern California, their primary goal is to increase profits and generate sales leads for clients through a variety of social tools and applications.

"DataMatch makes it a lot easier for me to match columns in Excel. My whole reason for getting the software was to match up sold vehicles with leads that we're working."

**Matt Griffin, VP of Operations
TurnKey Marketing**

BUSINESS SITUATION

As a service provider that provides sales leads for automotive vendors, TurnKey Marketing was looking to receive credit for additional sales procured with the various dealerships they partner with. By being able to match sales with the multitude of potential prospects they speak to on a daily basis, they are able to receive sales credit (and earn money) for each lead.

They currently use Microsoft Excel to manage an enormous amount of data and customer information. Unfortunately, Excel doesn't have many options to match and separate data efficiently. Deduplication was also an issue.

SOLUTION

Using DataMatch, Data Ladder's sophisticated data matching product, the company was able to match records from several sources. From there they were able to create a bird's eye view of a potential car sale over time. This was accomplished in several ways:

- Saved time on removing duplicates, matching lists, and data cleaning activities
- Combined and matched records across multiple lists in a quicker fashion

BENEFITS

With the best in class fuzzy matching capabilities, combined with customized training by Data Ladder specialists, TurnKey Marketing was finally able create identify matching records, something they were unable to do before. They were finally able to match actual sales at dealerships with customers they had previously spoken to.

With the ability to dedupe information quickly and efficiently, they are able to save time. They anticipate seeing an increase in revenue as they continue to clean up their databases.



68 Bridge St Suite #304 | Suffield, CT 06078 | (866) 557-8102
info@dataladder.com | DataLadder.com