



Case Study

Enterprise Content Solutions

Time saving, increased accuracy and administrative flexibility



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**Time Saving,
Increased Accuracy,
Administrative
Flexibility**



Company Profile

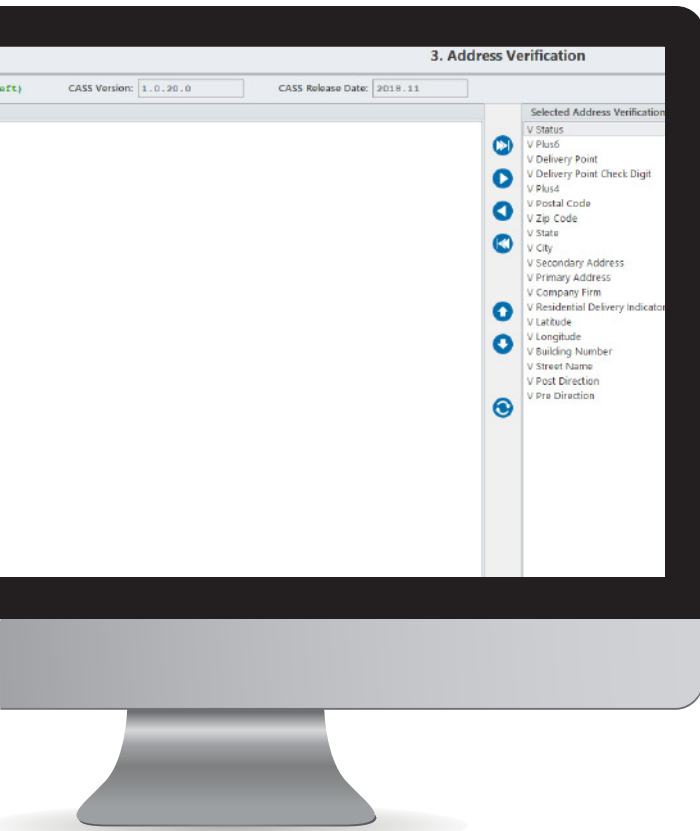
ECS is an integrated marketing solutions company that fully leverages detailed information about individuals to dramatically improve marketing effectiveness through personalized, cost-effective, and culturally sensitive campaign design, execution & optimization. We identify highly qualified prospects, combining client data with one of the largest network databases in the US to surface information and insights about customers far beyond traditional profile data. ECS is a data-driven technology company, applying the most innovative marketing technologies across the entire marketing value chain.



Business Situation

ECS helps their clients deliver highly-targeted, personalized marketing campaigns by using various data. Like many direct marketing organizations, ECS relies on being able to match data from disparate sources but faced numerous challenges with the raw data not always being accurate, or in usable formats. ECS requires address data to be verified and standardized, before accurately matching that data with other datasets. Using a third-party vendor to do the matching on hundreds of thousands of records would take, on average, about three business days to turn around.

Our Solution



ECS was seeking to bring the entire process in-house while avoiding the need for dedicated coding staff and steep learning curves. After looking at several solutions, ECS decided that DataMatch Enterprise™ with Address Verification would answer all their needs in one solution.



Time-saving bringing the solution in-house



Increase accuracy



Administrative flexibility

Benefits

Higher Match Rate



In terms of accuracy, they are seeing a 24% higher match rate than their previous standard vendor, and can “dive under the hood” to adjust algorithms themselves without the expense of dedicated coders.

Key Benefits



Instead of taking three days to complete matching, using DataMatch Enterprise™ ECS can verify and standardize addresses, and match records to other datasets in less than a day.

Increase Marketing ROI



While they haven't yet fully quantified the return on their investment, it is estimated to be in hundreds of thousands of dollars.



"We obtained 24% higher match rate using DataMatch Enterprise™ versus our standard vendor."

Andrew Brownell
Strategy and Analytics Consultant

Why Data Ladder

It's simple: our user-friendly and powerful software helps business users across many industries manage their data more effectively and drive their bottom line. Our powerful software suite, DataMatch Enterprise, was proven to find approximately 5-12% more matches than leading software companies IBM and SAS in 15 different studies.

Let **Data Ladder** be your partner in your next marketing campaign. Increase your sales by offering data cleansing services through **DataMatch Enterprise™**.

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