

How Do I Get More from My Data?



The first stage is taking a step back and assessing what your goals are, what are you looking to achieve, does your data help you to currently achieve those goals?

What are you looking to achieve?

- › Target specific industry sectors
- › Target a defined size criteria of companies
- › Reach particular decision maker roles
- › Deliver case studies to relevant organisations
- › Increase the ability to forecast leads generated with more accuracy

Does your data help you to achieve this?

As an example if your target criteria is 100-1,000 employees in the commercial sectors, how much of your prospect data resides in this space?

Another question would be, when assessing your current customer base, how many of your clients sit in your identified target space? Is your target criteria in-line with your general customer base?

AMS can offer clear and insightful analysis of your marketing database to show the volume of data sitting inside or outside of your target market. Helping you to start understanding why your data isn't working for you.

We look to assess your coverage of the target industries vs the actual volume of companies in the market. The same assessment can be applied for the size of companies and decision maker roles. Helping you to identify and fill the gap in your base.

If you would like to talk about how to get more from the data, just let us know and we can schedule a call to hold an initial scoping conversation.