//Introduction

Giglinx is a global provider of wholesale network connectivity solutions, colocation and cloud services.

//Pain Points

Prior to using Synthio, Giglinx had partnered with **seven** other data providers, including ZoomInfo and Data.com. The common issue they ran into was the ability to pull data easily, quickly and in large amounts. Giglinx wanted to partner with a reliable data provider with an easy-to-use platform and cost-effective solution. They found what they were looking for with Synthio.

//Ease of Use

Giglinx was impressed with many of Synthio's features including the login credentials, ease of pulling large amounts of data at a time, suppression functionalities, data manipulation control, append features, and constant updates to records on the platform.

//The Data

Giglinx used Synthio data for three different situations:

Tradeshows. Giglinx attends five or six tradeshows a year and uses Synthio's data to target conference attendees who are in the same industry.
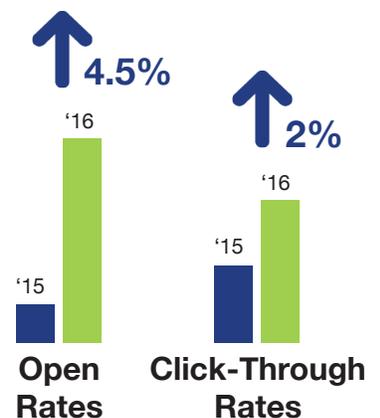
Targeted Emails. Giglinx uses Synthio's database to find contacts who fit their ideal buyer persona and then uses that data to send out targeted email campaigns to start a conversation.

API. Giglinx uses Synthio's API to receive real-time notifications for PR related information and to touch base with potential prospects quicker.

By using Synthio's data, Giglinx sent out hundreds of campaigns during the year and each campaign had one initial email with two follow-ups for a total of three emails per campaign.

From 2015 to 2016, **open rates increased by 4.5%** and **click-through rates increased by 2%**.

4.5% '16 '15

Open Rates

2% '16 '15

Click-Through Rates

//Giglinx Testimonial

"Synthio's provided us with an effective platform to acquire targeted data. The platform was very easy to use and helped us streamline our email strategy. I can truly say they offer a unique solution with excellent data, and I would recommend them to anyone in marketing today."

- **Jake Iskhakov**, *Director of Business Development*