

## Automated Data Enrichment

### THE PROBLEM:

Over the past year Basware started to notice *delivery and engagement rates were steadily declining*. With large campaigns fast approaching, they had to figure out how to correct and enhance their data, for optimal results.

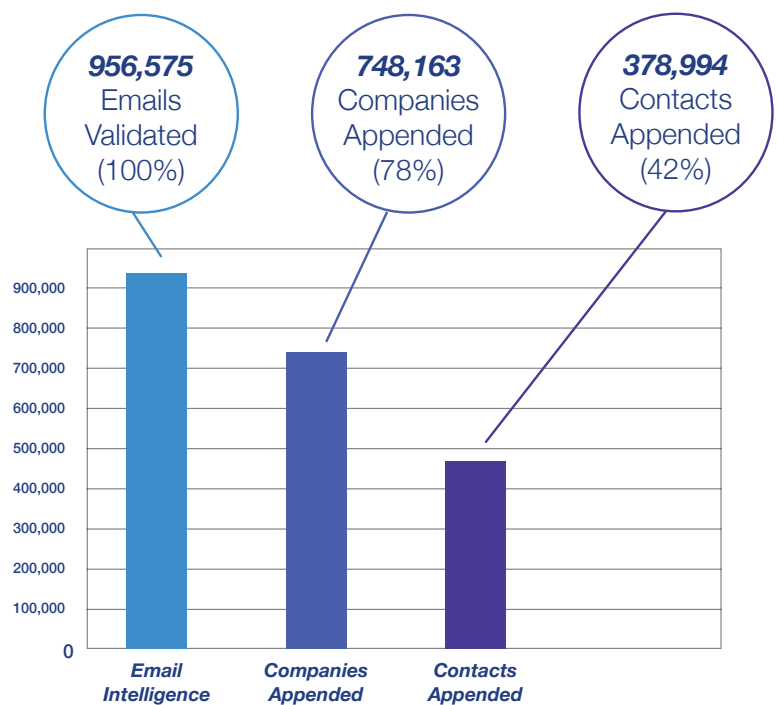
### THE SOLUTION:

Basware worked in conjunction with Synthio and Marmato Consulting to develop a **fully automated data enrichment program** within their Eloqua instance. Once the data was enriched, our segments yielded better prospects, due to the added information gained from Synthio. Thus, allowing them to provide more relevant content. The solution also removed contacts that were no longer valid and informed us on contacts that have high risk email addresses. Furthermore, Basware needed to identify the contacts the were fully out of date, as well as those who match competitor domains.

### THE RESULTS:

By having the most updated information on each contact, Basware was able ensure that they were targeting the correct contacts and delivering only the most relevant content to each one. In this enrichment exercise, they gained **over 92,000 adjusted records**. And...

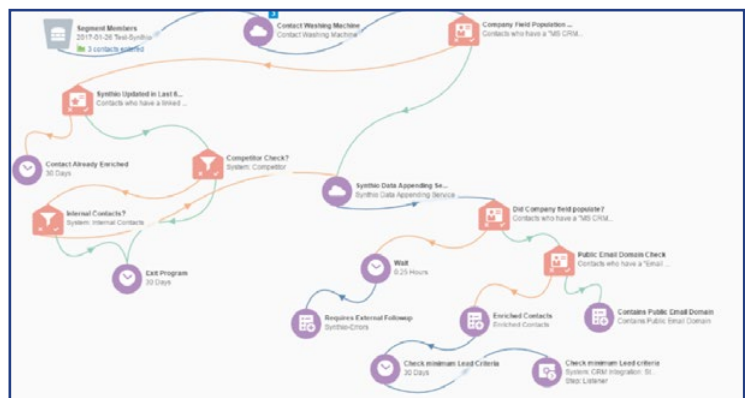
- 42% increase in overall database growth
- 48% increase in growth for phone numbers
- 16% in growth for 'city' field
- 90% increase in company URLs



Special thanks to Marmato Consulting who built out the automation program within Basware's Eloqua instance.

### ABOUT BASWARE:

Basware is the global leader in providing networked purchase-to-pay solutions, e-invoicing and innovative financing services. As the largest open business network in the world, Basware provides scale and reach for organizations of all sizes, enabling them to grow their business and unlock value across their operations by simplifying and streamlining financial processes.



Eloqua Campaign Canvas fully built out with automated data enrichment program