

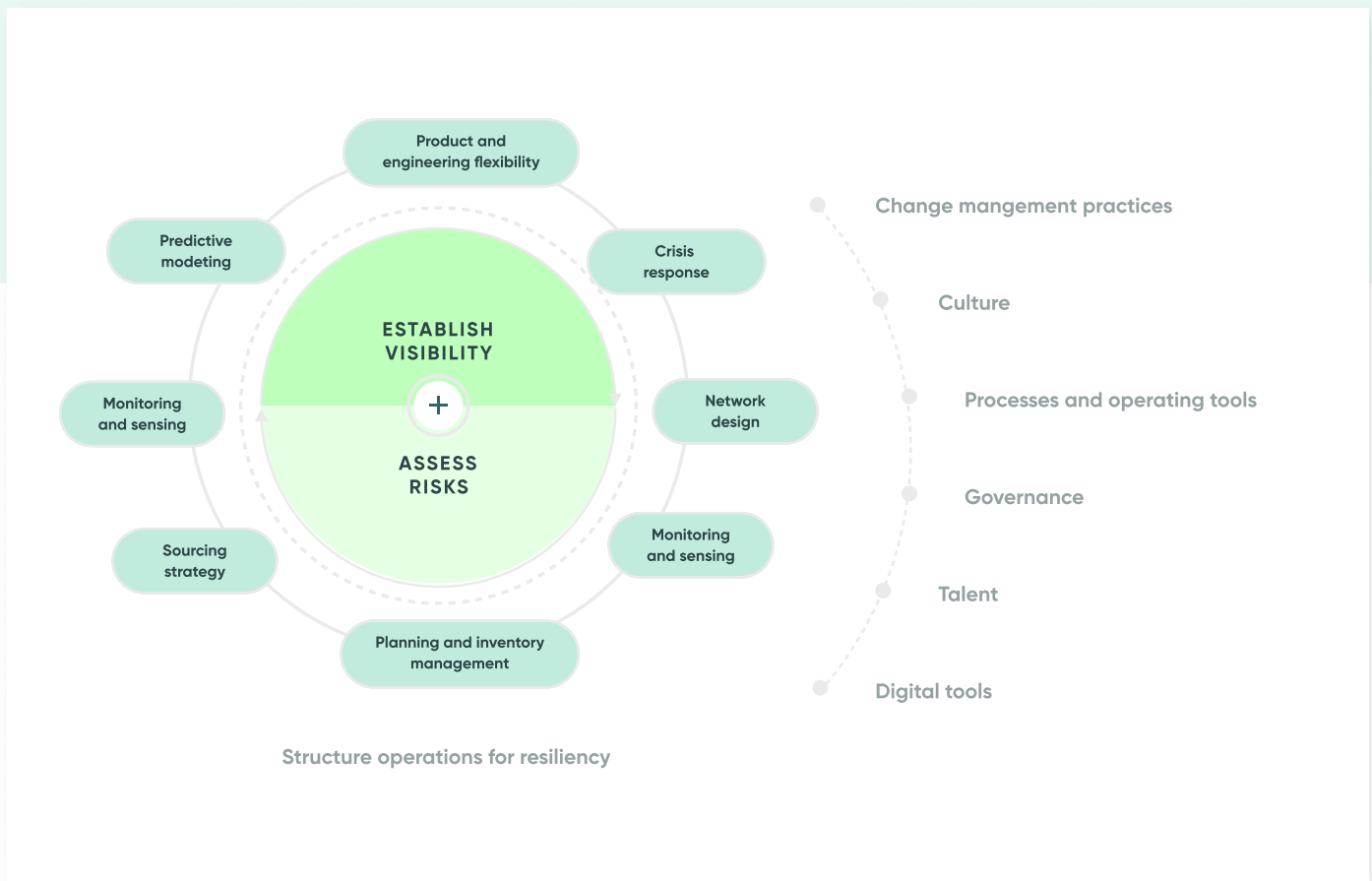
How Explorium helped a manufacturing giant uncover millions of dollars in net new opportunities?



Overview

Over the last 3 years, disruption has become the new normal for the manufacturing industry. As such, operational and revenue resiliency has become the number 1 priority for our customers.

In a study done by the Boston Consulting Group, they identified the 7 key areas that manufacturing companies have been focusing to ensure resiliency - with Predictive modeling being one of the key areas.





At Explorium, predictive prospecting and modeling is a fundamental way in which we have helped some of the world's top manufacturing companies set themselves apart from their competitors. By using our world class platform, powered by the largest business data catalog, our manufacturing customers have been able to successfully deal with operational questions and move their business further with the right go-to-market strategies.

Helping our top manufacturing customers uncover more millions in net new revenue.

Background

Our customer is a multinational manufacturing company with operations worldwide. They engaged Explorium to help them execute a growth plan which required identifying new territories and high value prospects within a saturated Americas market.



3 challenges facing the customer

1

The company needed a reliable way to **identify and map all high potential customers** their goal was to create a specific list of prospects in the Midwest according to their specialized metal work criteria.

2

They needed to **locate reliable data in a quick and scalable way.** Fast access to industry specific data was a make or break for them.

3

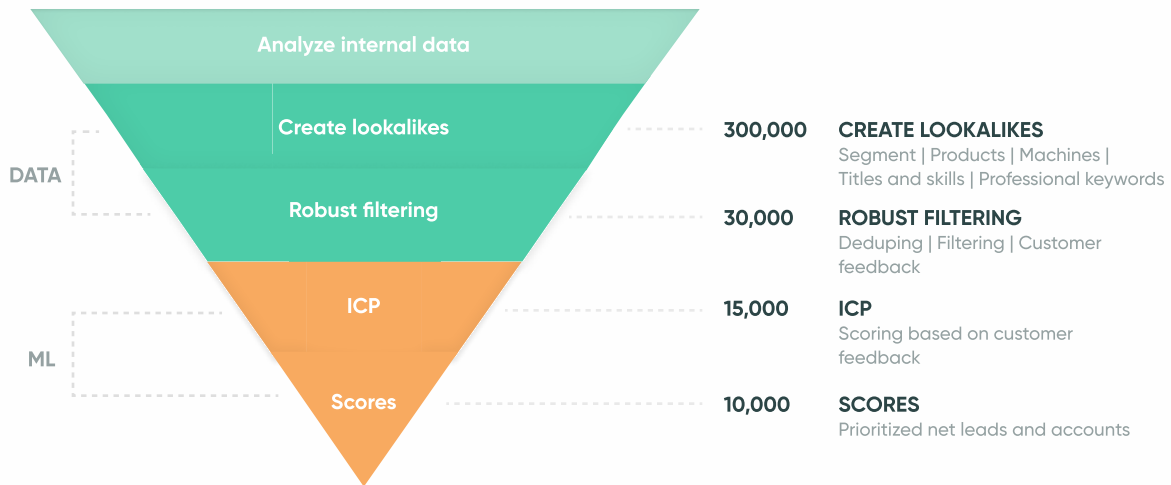
With a large salesforce, it was key that their salespeople were using their time effectively and had **complete and correct information** on prospects.



Predictive Prospecting: High intent leads result in high ROI customers

Explorium’s predictive prospecting solution focuses companies on high intent leads that convert to longer term and high ROI customers.

For this manufacturing customer, the end result meant identifying 10,000 high value leads which would translate to millions of additional dollars in the pipeline.



Breaking down Explorium's process

STEP 1 | DATA

Using Explorium, our customers gain immediate access to roughly 135 million business entities, and more than 4,000 unique data attributes about them.

This manufacturing customer focused on:

- Narrowing their leads down by identifying the relevant metal cutting workshops - this was done based on specific keywords on company websites, machinery they were operating, and their workforce skills.
- Getting to their ideal companies by going beyond just NAICS codes, and cross referencing NAICS codes with more relevant attributes like business categories and segments to hone in on the right prospects.





STEP 2 | MACHINE LEARNING

They were able to score, prioritize, and identify their high-value prospects using our robust analytical capabilities.

- Based on the unique attributes that Explorium provided for every lead, an ICP probability score was calculated on a lead level.
- This allowed the customer to narrow and execute sales plans focused on prospects that had a higher probability to close.

The impact



+10K net new leads found



18% increase in conversion rate



Millions in a new pipeline



About Explorium

Deliver winning predictive models and go-to-market decisioning solutions powered by the largest business data catalog. Explorium enables you to access a vast array of data, automatically identify key attributes, and integrate external data into your predictive models, which helps you make more accurate predictions and create effective marketing strategies.

You're in good company

