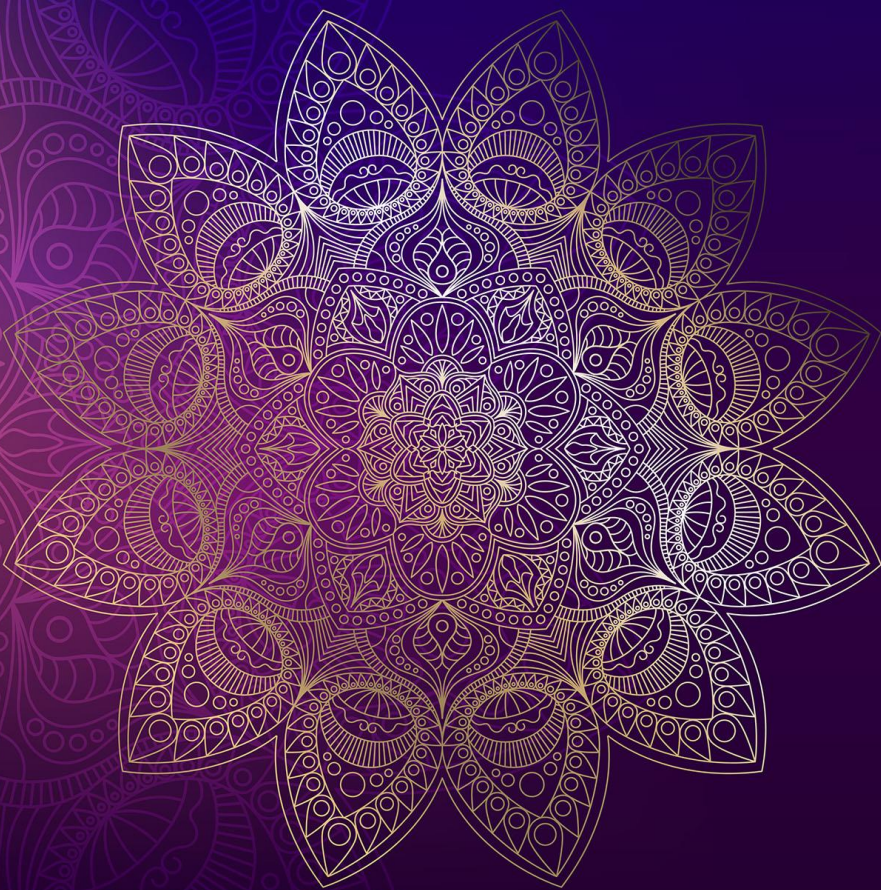


KAT-*i*



Case Study

Adobe Inc. operates as a diversified software company worldwide. It operates through three segments: Digital Media, Digital Experience, and Publishing and Advertising. The Digital Media segment offers products, services, and solutions that enable individuals, teams, and enterprises to create, publish, and promote content; and Document Cloud, a unified cloud-based document services platform. Its flagship product is Creative Cloud, a subscription service that allows members to access its creative products. This segment serves content creators, workers, marketers, educators, enthusiasts, communicators, and consumers. The Digital Experience segment provides an integrated platform and set of applications and services that enable brands and businesses to create, manage, execute, measure, monetize, and optimize customer experiences from analytics to commerce. This segment serves marketers, advertisers, agencies, publishers, merchandisers, merchants, web analysts, data scientists, developers, and executives across the C-suite. The Publishing and Advertising segment offers products and services, such as e-learning solutions, technical document publishing, web conferencing, document and forms platform, web application development, and high-end printing, as well as Advertising Cloud offerings.

The company offers its products and services directly to enterprise customers through its sales force and local field offices, as well as to end users through app stores and through its website at adobe.com. It also distributes products and services through a network of distributors, value-added resellers, systems integrators, software vendors and developers, retailers, and original equipment manufacturers. The company was formerly known as Adobe Systems Incorporated and changed its name to Adobe Inc. in October 2018. Adobe Inc. was founded in 1982 and is headquartered in San Jose, California.

We assist Adobe with the below areas of services

Contact Discovery from Adobe' target accounts / Named accounts across Europe, North

America: We discover contacts from Adobe's target accounts, named accounts as per Adobe's unique requirement brief, job titles criteria, job roles, job levels criteria.

NET NEW Company Discovery / Similar Company Discovery: New company research / net new company discovery as per Adobe's company criteria. We discover similar companies / companies with the same profile as per Adobe's customer base.

GDPR Compliance / Opting-in Contacts on behalf of Adobe for its email marketing across

Europe: We double opt-in contacts – seek permission from the contacts for GDPR compliance, opt-in the contacts on behalf of Adobe for their email marketing campaigns, demand generation campaigns, sales campaigns.

Complimentary User Base Intelligence / Complimentary Product User / Installed Base: We help Adobe find the installed base of a complimentary product / application and then discover contacts from those companies as per Adobe's job titles, job roles, job levels criteria.

Tech Stack Intelligence / Technology Infrastructure Intelligence: We help Adobe map the Technology infrastructure of their top target accounts – for eg. find out which solutions they use similar to theirs, CRM, Graphic Suite, Learning Software / applications, Cloud Suite are being used in their top target accounts infrastructure.

Regions covered – All of Europe, Middle East and Africa and North America,

Key Outcome: Since we are able to make more searches, we discovered close to 30 more contacts in average from new accounts surpassing Adobe's predictions and adding more room for visibility for their new ABM campaigns. 4x increase in reply rates and 3x more leads per account. We sourced tens of thousands of GDPR compliant contacts for Adobe from their named accounts / target accounts for their marketing campaigns and discover thousands of companies as per their company criteria/ requirement brief and then contacts from those companies as per their job titles criteria.

KAT-i Overview

GDPR Compliant | Custom Built B2B Contacts | 100% Guaranteed for Accuracy & Relevancy

KAT-i is a GDPR compliant Custom B2B List Research, Marketing Information Research, Data Enhancement and Sales Intelligence Company.

What we do: For our clients across the world, we help them with Global B2B Contact Discovery, Contact Data Append, Contact Data Enrichment / Data Enhancement, Double Opting In of Contacts on behalf of clients' for GDPR Compliance, Competitor Installed base Intelligence – Building list of companies through our unique research methodologies, map which companies are using our client's competitor's products / solutions, software, applications etc, Technology Infrastructure Intelligence, Named Account Profiling etc.

All the contact data is 100% freshly custom researched as per client's requirement brief / criteria and 100% guaranteed for its accuracy and relevancy + there is also a 75 days NO Hard Bounce Guarantee on every work email.

Our clients use the data that we custom build for them for their email marketing, direct marketing, demand generation, global demand generation, marketing campaigns, global email campaigns, marketing, sales, business development, presales / inside sales.

KAT-i also helps its customers in net new company discovery / whitespace company discovery and contact discovery, contact data append / CRM data append CRM data refresh and enrichment.

WHY KAT-i Research

Global Coverage: KAT-i covers 145 countries globally – KAT-i discovers contacts for its customers from whole of North America, the UK, whole of Europe, Middle East and Africa (EMEA), Asia, APAC, Australia, New Zealand and LATAM. KAT-i works with its customers as a custom B2B data partner for global B2B contact data discovery, contact data enrichment, data enhancement and Sales Intelligence, i.e. Competitor Installed Base Intelligence, Technology Infrastructure Intelligence.

An Extension of our Client's Marketing Operations Team: We work with our clients as an extension of their marketing operations team, help them with great data / information / contacts.

Everything is Custom Built: At KAT-i, we do not have any ready-made, standard lists of contacts. All the contacts / data are discovered, custom sourced, custom built as per customers unique criteria. All the contacts / data is discovered by our team of web researchers, domain experts, subject matter experts, telephone researchers and all the contacts are 100% telephone verified before delivery.

Data is 100% Guaranteed for its Accuracy and Relevancy + 75 days NO HARD Bounce Guarantee: All the contacts are 100% telephone verified before delivery and are 100% guaranteed for its accuracy and relevancy. On top of the data accuracy and data relevancy guarantee we also provide a 75 Days NO HARD Bounce Guarantee.

GDPR Compliant Data

We rely on GDPR aligned processes by setting stringent rules and how we research, gather and process and protect personal data. Please see our privacy policy, GDPR page on how we research, process, store the data / information.

DOUBLE Opted In Contacts – We double opt-in contacts (phone + email) on behalf of our clients. The contacts are not mass opted in contacts but contacts who have specifically opted in on behalf of our clients for their email marketing, demand generation, sales etc. Every positive opt-in permission is saved with a date stamp. Every Opt-in is backed by a voice recording of the Opt-in permission which we (KAT-i) save on our servers / systems for 18 months from the date of opt-in permission.

Our Opting-in Performance with our clients: We have an 85% success rate for double opt-ins across Europe. For every 100 contacts we get opt-ins for at-least 85 contacts. Every contact is freshly researched and discovered as per our client's exact criteria / requirement brief, the contacts are telephone validated for its accuracy and relevancy, the contacts will exactly have the job role / job title which potentially use similar services / solutions / software / applications as our clients' applications, software, solutions, services etc. hence every contact is naturally backed by legitimate interest + we will double opt-in (phone + email) the contacts on our client's behalf.

DATA is OWNED and CONTROLLED by our Clients: We work with our clients' as a data partner to build the best possible list / database for their email marketing, demand generation, sales campaigns etc. Once we deliver the custom built data to our client, it becomes our client's property, the data is controlled and owned by our clients. We do not own the data, we work with our client to build the best possible contact database based on their requirement brief, campaign / marketing strategy / targeting strategy.

DATA STORAGE: DATA is stored in Europe / client specific region: We use MS Teams, BOX.com for securely storing data in Europe. Data never gets out of Europe. We completely comply with GDPR data storage regulations.

INDUSTRY COVERAGE: Our custom B2B list research services are industry agnostic and we can discover / source contacts, companies and contacts from any industries for our clients as per their unique requirement brief / custom criteria.

*Use Something Better, Try Something Fresh, Win More with **KAT-i...GOOD DATA. GREAT ROI.***

For more information on KAT-i please visit our website <https://www.kat-i.com> OR send us an email at <mailto:marketing@kat-i.com> call us at Tel: +1 408 675 5366, Tel: +44 20 7193 9775, Tel: +91 87770 95698