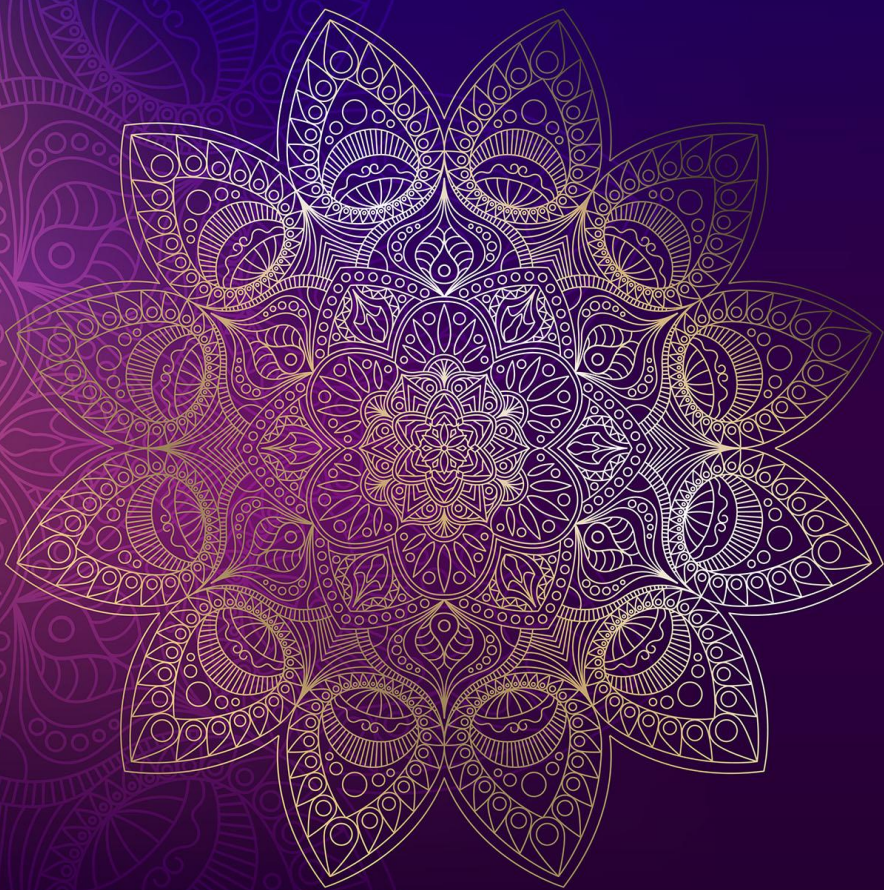


KAT-*i*



MERCK

Case Study

Merck, a leading science and technology company, operates across healthcare, life science, and performance materials. Around 56,000 employees work to make a positive difference to millions of people's lives every day by creating more joyful and sustainable ways to live. From advancing gene-editing technologies and discovering unique ways to treat the most challenging diseases to enabling the intelligence of devices – Merck is everywhere. Merck was incorporated in India as E. Merck India Private Limited in 1967. In 2017, Merck completed 50 years in India, starting out as a pharmaceutical company and growing to become a science and technology business spanning all the sectors of Healthcare, Life Science and Performance Materials.

We assist Merck Life Science India with the below areas of services

Contact Discovery from Merck's target accounts / named accounts: Contact Discovery from across India from Merck's target accounts / named accounts as per Merck's unique requirement brief, job titles criteria, job roles, job levels criteria.

NET New Contact Discovery from Target Accounts / Named Accounts: Based on Merck's suppression file, we discover and deliver Merck only NET NEW contacts as per their job title / job roles / job levels criteria from their target accounts.

NET NEW Company Discovery / Similar Company Discovery: New Company Research / net new company discovery as per Merck's company criteria. We discover similar companies / companies with the same profile as per Merck's customer base. We mapped difficult industries, discovered companies and contacts with no presence on the web.

GDPR Compliance / Opting-in Contacts on behalf of Merck for email marketing across APAC: We double opt-in contacts – seek permission from the contacts for GDPR compliance, opt-in the contacts on behalf of Merck for their email marketing campaigns, demand generation campaigns, sales campaigns.

Lead Generation: Whilst seeking for double opt-in permission, we piqued prospect's interest by pitching Merck's solutions and dozens of prospects were interested to receive a sales call.

Competitor Installed Base Intelligence: For Merck's competitor displacement campaigns we help them discover the user base / installed base of their top competitors. Once we have discovered the installed base of their top competitor, we will research and discover the right decision makers, discover contacts from those accounts as per their job titles criteria / job roles / job levels criteria, requirement brief. We discover companies and contacts from APAC. We used our unique research methodologies to freshly find the installed base of our client's top competitors across APAC and then we discover the contacts within those companies as per their above job titles criteria. The contacts were double opted-in on our client's behalf for GDPR Compliance.

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

Tech Stack Intelligence / Technology Infrastructure Intelligence: We help Merck map the Technology infrastructure of their top target accounts – for eg. find out which Instruments, Hardware, Platforms, Consumables are being used in their top target accounts infrastructure.

Region – India, SEA, SAARC, APAC

Key Outcome: With our desk and telephone research methodologies – we were able to pinpoint accurate contacts for Merck's email campaigns, sales calls, demand generation campaigns. 50% email open rates and 1:30 ROI. For every \$1.00 Merck spent with KAT-i on its services, it got returns of \$30 in revenues. KAT-i pitched on behalf Merck to seek interest and permission for a sales meeting which ended up in dozens of hot leads, marketing qualified leads, pre-sales qualified leads.

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 a 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