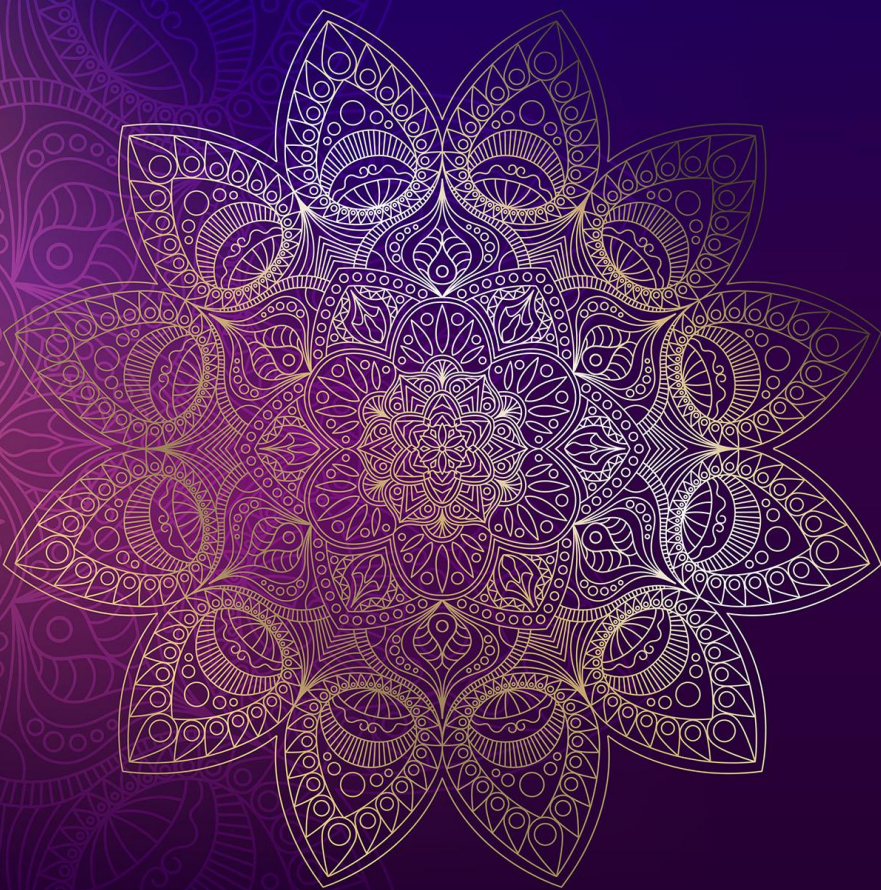


KAT-*i*



## **Case Study**

Quartz Business Media is a leading organiser of B2B exhibitions and conferences and a publisher of market-leading magazines and directories, Quartz Business Media has conceptualised, developed and launched some of the most respected live events and publications in the world, truly supporting the industries that they serve. Quartz Business Media also acts as an incubator for individuals and start-ups with great ideas for new events. Successful projects to date include Highways UK, Elevate and the Short Stay Show.

We assist Quartz Business Media with the below areas of services

**Contact Discovery from Quartz Business Media' target accounts / Named accounts:** We discover contacts from Quartz Business Media's target accounts / named accounts as per Quartz's unique requirement brief, job titles criteria, job roles, job levels criteria.

**NET NEW Company Discovery / Similar Company Discovery and Contact Discovery:** Net New company discovery as per Quartz Business Media's company criteria and contact discovery from the newly discovered companies as per Quartz's job titles criteria, job role and job levels criteria.

**Region** – North America, the United Kingdom, Europe

**Key Outcome:** We sourced tens of thousands of contacts from several hundreds of companies as per Quartz Business Media's marketing strategy / targeting strategy. We discovered contacts from companies with very less web and social visibility through our unique research which includes desk research, web research and telephone research. Freshly discovered contacts / LIVE b2b lists, telephone verified and guaranteed for its accuracy made a 65% improvement in email open rates and 39% reduction in sales cycle.

## **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