



## Andrews Wharton Case Study | Direct Marketing Solutions Provider | Data Enhancement

AWI's client was a direct-marketing solutions provider with a small but successful program that offered new-to-the-world businesses to their customers.

However, the company's revenue growth had plateaued. In order to break through this threshold, they required a much larger database.

### The Andrews Wharton Solution in Action

AWI improved the client's revenues by employing three strategies:

- Identifying and vetting multiple new sources of accurate new-to-the-world data
- Negotiating standard pricing across all data sources on the client's behalf
- Establishing protocols for processing, updating, and reporting

All of this was also done in a way that ensured the delivered solution would easily scale with the company's future needs.

### The Results

The resulting database of new-to-the-world businesses provided the client with weekly quantities that were seven times greater than their original file. It also included additional sources, such as:

- Nationwide County Courthouse New Business Filings
- Utility Records
- National Directory Assistance

Due to the larger database's additional scale, AWI's client benefited from greater flexibility and additional reach, leading to an increase in the sale of their product. The solution has also led to revenue growth of 36% year-over-year.

The client's end-users also loved AWI's solution as it effectively introduced their services (e.g. credit card processing, computer equipment, mail supplies, etc.) to brand new businesses.

Since the inception of this solution, the needs of these end-users have increased, but because the database scales so easily, AWI's client has been able to meet them month-after-month.

**\$\$\$ +36%**

Our solution helped the client achieve 36% YOY revenue growth.

**↑ +700%**

Our data enhancement solution increased their database by 700%.