

# LuitBiz Contacts

*Manage all your business contacts over the cloud*

**CONTACT DISCOVERY IMPROVES  
YOUR SALES TEAMS PERFORMANCE**

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# Arrange Your Contacts & Increase ROI

## Background

A global sales and marketing company wanted to identify a group of specific individual contacts from a targeted list of around 3500 businesses. These key prospects would receive both direct mail and email invitations to impressive events - an important aspect of the company's new business development strategy. Given the costs associated with direct marketing and email campaigns, the company wanted to be absolutely sure that the mailing and email addresses were correct to ensure positive ROI.

## The Challenge

This company did not want to rely on traditional email list vendors as they had negative experiences of poor data quality in the past adopting this approach. To have a positive ROI, their target was to have an accurate and comprehensive email list of targeted businesses from their existing list that would give them complete information on the interests and subscriptions of the contacts. This way it will be easy to target businesses with the products that would interest them. But segregating all their existing contacts and adding new ones and managing their interests and generating targeted lists was not an easy task.

## The Solution - LuitBiz Contacts

LuitBiz Contacts allows you to define different interests and subscriptions of your contacts based on your company's requirements. This allows you to segregate clients based on their interests and subscriptions and generate lists that can be imported to your email marketing software for email campaigns. We suggested this solution to this client and they were able to define the parameters on which they would like to segregate their contacts and generated accurate email lists that helped them in their targeted marketing campaigns. We guided them to:

- \* Define the parameters based on which they would like to segregate their contacts
- \* Tag their existing and upcoming contacts with those parameters
- \* View the generated list and import it to their email marketing software

## Impact Delivered

Through our solution, our client was able to achieve their campaign goals including:

- \* Acquiring accurate contact information for at least 80% of their target accounts
- \* Improving campaign response **ROI by 84%** and closing more sales

## Moving Ahead

This company now views LuitBiz as its trusted CRM partner and has upgraded to LuitBiz CRM Enterprise where they are now managing their entire customer processes - marketing, sales and support using LuitBiz CRM. This whole process just started with the smallest CRM module of LuitBiz CRM called "LuitBiz Contacts" which helped us gain their trust and helped them increase their campaign ROI.

**Try LuitBiz For FREE**  
**Click Here**

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