

Data Intelligence, Validation & Enrichment

Detailed Know-how to use Data-driven Services



Contact Intelligence

Company Information

Company Phone 215-751-4000

Company FAX 215-751-4306

Employees Range 10,001+ employees

SIC Code 7372

SIC Description Prepackaged Software

Revenue/Turnover 110.36 billion U.S. dollars

NAICS Code 511210

NAICS Description Software Publishers



Industry Computer Software

Jesika Dalal

Gender Female

Contact Email Address

i*******@microsoft.com Job Title

Director - Integrated Marketing



Organizational Hierarchy

Reporting Manager - CTO

Job Function

Integrated Software

Updation and Solution

Seniority

Leader

Address

1 Microsoft Way, Redmond,

WA 98052,USA

f www.facebook.com/jesika.dalal

in www.linkedin.com/in/jesika-dalal-2381735/

Event Behaviors

Corporate

Generation Communications

Events exhibited

HIMSS, DreamForce, RSA Conferences

Events attended

DMA, FINTECH Singapore, AUS Summit

Events exhibited or attended by company

DreamForce, RSA Conferences, FINTECH Singapore, AUS Summit

Competitors Contacts for Similar Title

Enablement

Channel

Marketing

Influencer

Relations

Contact skills and interest

Management Marketing

No. of Company 3,500 No. of Similar Title 5,601

Last emailed - Jan 23, 2019 Last called - Nov 05, 2018

Company Infrastructure

Software used

CRM

Number of Tools

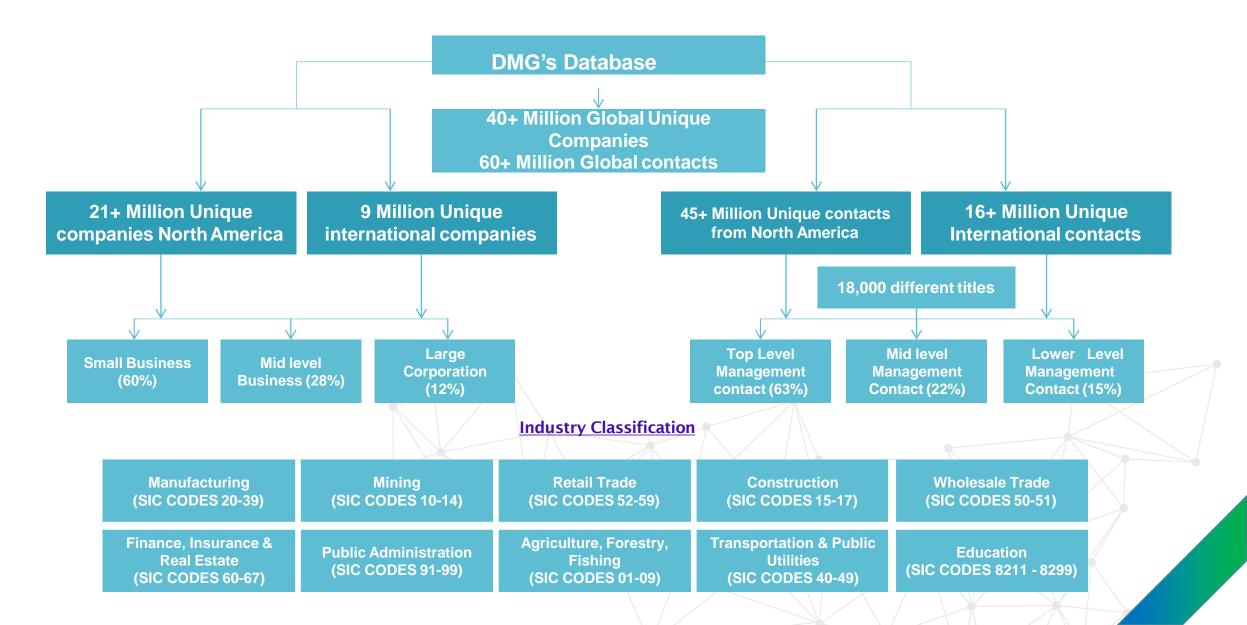
Hierarchy

HRMS

Channel Partners

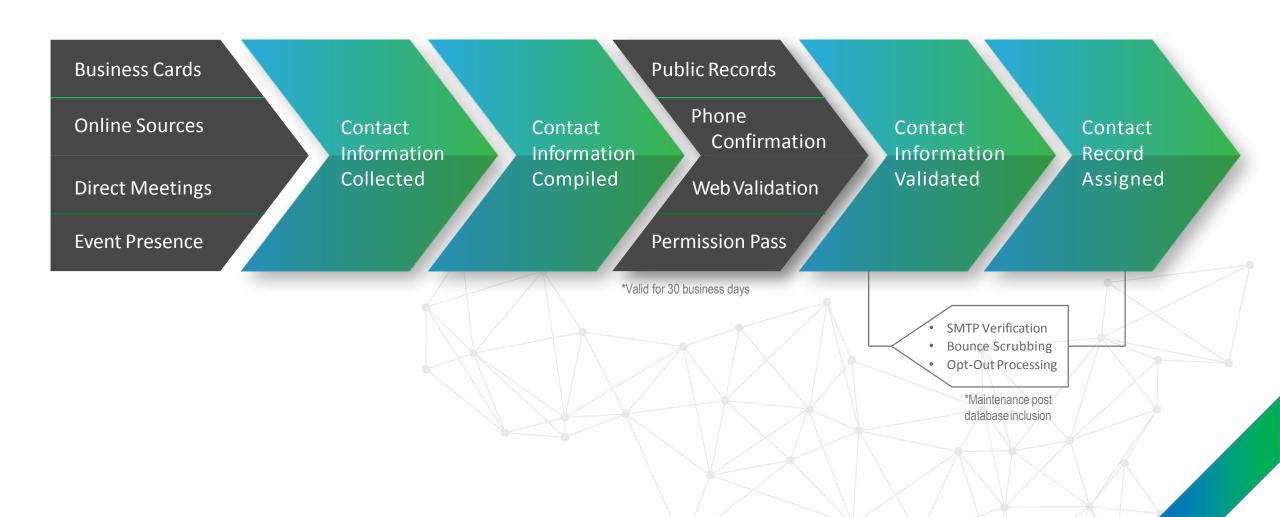


Master Database Summary





Collating Data from Verified Sources





Data Verification



People change their job/ title or business being moved to different location etc. are some of the causes for the list to deteriorate



Continuous flow of data through well planned network





Verified updated data is delivered as per the clients request





Data Verification

650+ member data team working 24/7 to update the master database



Tele-Verification

Our telemarketing team calls extensively to acquire and verify specific email addresses



Email Survey Verification

Over 400 full time researchers solely dedicated to acquiring, verifying and updating data



Update data is sent to our common CRM where the data undergoes all the quality check



Opt-in Process Flowchart







With emails

With Phone Numbers



Uploaded to common CRM



Emails and other data is appended



Tele-verification for opt-in process

6



Emails are used for opt-in process and surveys



Network Opt-outs are tracked and NEVER USED AGAIN



Permission based with opt-out process



An Opt-in Contact



Double Opt-in Process Flowchart



Double Opt-in emails delivered to client

Opt-out mailer sent before file delivery

Tele-verification for opted in contacts

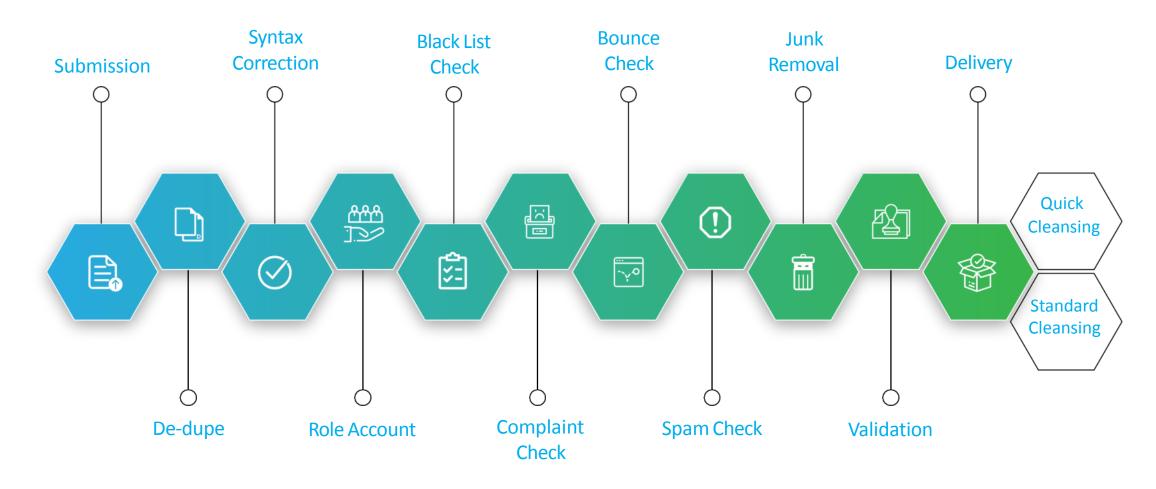
Permission based opt out process

Emails acquired through legal sources





I I-step Data Scrubbing & Validation Procedure



Client receives:

A. List of final screened and validated contacts

B. List of removed contacts

A. Client provides spreadsheet with contacts for cleansing
 B. Post validation, cleansed spreadsheet is shared with an added column, mentioning VALID or INVALID



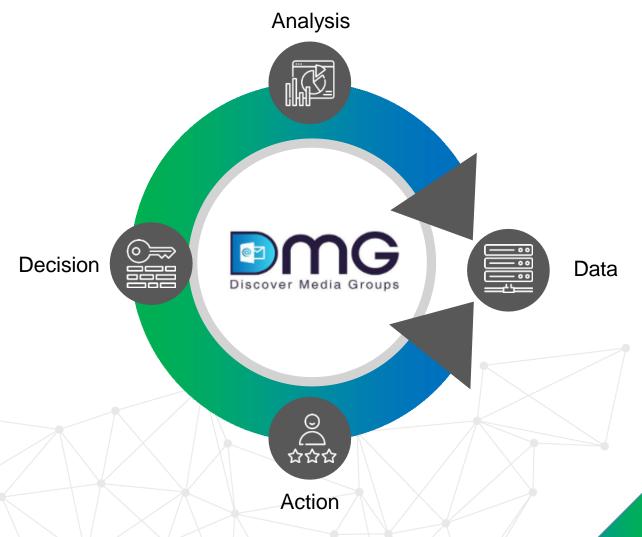
Data Health is a Key Measurement of Business Growth

Optimizing customer experiences at every stage of the buyer cycle is only possible with a dynamic data strategy.

The success of modern businesses to hinge upon their ability to:

- ✓ Capture the right data
- ✓ Convert it into actionable insights
- ✓ Discover efficient processes to manage enormous data volumes
- ✓ Maintain data-to-decision cycle continuity across all platforms

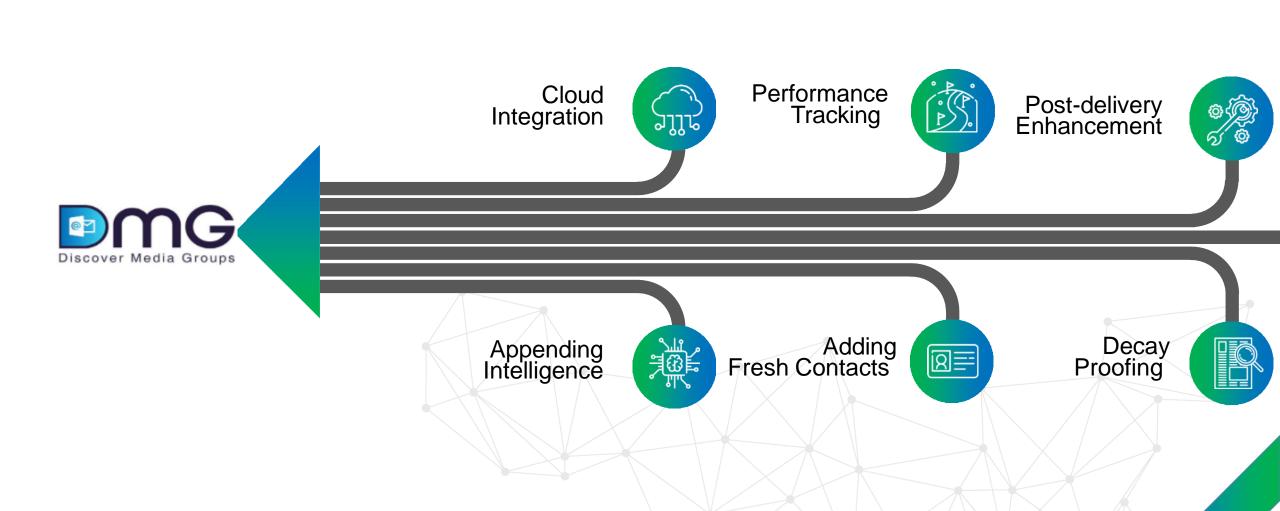
At DMG, we have in-built proactive data refinement processes enabling businesses to achieve exactly that.





Keeping Your Data Healthy... Consistently

Our all-round data enrichment program brings out the best in your data with cutting-edge technologies and advanced performance tracking capabilities.





Demystifying Marketing Innovations

Discover Media Groups LLC Tonsley Pl, HighPoint NC 27265, USA

Phone: (336) 790-1648

Email: info@discovermediagroups.com