

# Transforming The Marketing Activities Of An IT Consulting Company!

## About The Client - Avensys Consulting

As Singapore's  
leading IT consultancy  
in the field of BI and



Analytics, Avensys Consulting provides  
deep technology expertise to guide clients  
on transformational journeys.

The company offers the best IT Outsourcing and  
Services to provide greater business value to their  
customers. It is dedicated to maximize the value  
of their customers by delivering high quality  
solutions and services; driven by intellect,  
innovation and integrity.

## Requirement

- The firm wanted to restructure their marketing efforts with right data on the customers.
- The client needed a permission-based list of business email addresses and contacts of businesses who are looking for the best IT Outsourcing and Services.
- The list should be current, accurate and must adhere to the data compliance acts.



# IT CONSULTING

## Solution Offered

After an extensive research, client had approached Data Maelumat to address their data challenges. We successfully delivered the perfect contact data list based on the client requirements. We provided them with the contacts from the TAL from which the client is very satisfied.

## Outcomes

- The client received a whopping response through their marketing campaigns
- Increased campaign engagement and Increased Sales as well as ROI

## Client Review

“ Happy with the service and database delivered that makes our daily marketing tasks easier with clarity on our needs ”

**Razil Razaque**  
*Senior Sales Manager*