

How Australia's Leading AV Technology Partner Enhanced Its Market Reach With Our Customized Data Services?

About Client - InSight Systems Group Pty Ltd

InSight Systems is the leading provider of AV technologies in Australia. The company is committed to enhancing the lives of their clients through audiovisual solutions and services. It provides easy, cost-effective, and customised solutions for a wide range of industries, ensuring that your key systems perform at their best. The company is dedicated to research and training, and as a result, they have earned a reputation as a trusted leader in audio visual consultancy, service management, and the deployment of emerging AV technology.



The Client Requirement

The company is an AV friend for Victorian businesses and planned to expand its target audience like not-for-profit, Government, Entertainment, Finance, Sport Clubs, Community Halls and Workplaces that require sophisticated and uninterrupted AV arrangements for their offices.

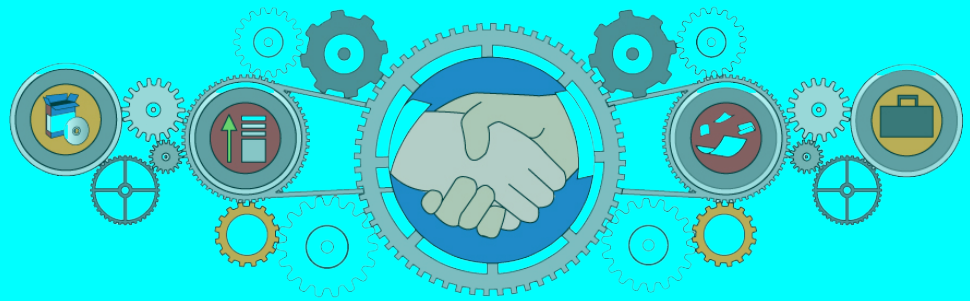
Challenge Faced

Rolling out email marketing campaigns geared towards specific industry firms with customized campaigns is bit-challenging for most of the companies as it requires a cleaned and well-organized data base.

Solution

The client learned about Data Maelumat when they were looking out for customized data service provider who could provide them an industry specific cleaned and accurate database. Later they got to know that we don't just do customized data building, but have a whole ecosystem of b2b list building that could fit to their needs.





Results

We at Data Maelumat understand the client's requirements and thoroughly provided the client's database with our customized data building activities. By using our well-crafted custom-build data services, we rapidly supported our client to reach their goal within a short period by providing:

- Average opt-out rates
- Lower Bounce rates
- Increased Sales
- Increased ROI

Client Review



Data Maelumat has provided services to our business now for 2 years. Every interaction is professional, speedy and thorough. We would highly recommend Data Maelumat and will be using them again on future projects.



Daniel Baldwin
Executive Director