

Case study | Data MarkMonitor



Large scale data consolidation across EMEA

MarkMonitor

MarkMonitor, the world leader in enterprise brand protection and a part of Clarivate Analytics, uses a SaaS delivery model to provide advanced technology and expertise that protects the revenues and reputations of the world's leading brands.

Challenge

Whilst preparing to move all EMEA data over to an Eloqua implementation, it became apparent that there were challenges with multiple existing data sets and duplication at an account, contact and activity level.

Single view database across EMEA available in Eloqua

Solution

A large scale data consolidation project that required merging of data sets into a single source, deduplication and consolidation without compromising data quality or important information. Also assisted with data import into Eloqua for EMEA.

Result

A single view marketing database without duplication and enhanced data population at an account, contact and marketing activity level.

“With the European team covering all all aspects of marketing in EMEA, it is vital that we have partners that we can rely on to provide advice and support us in executing our marketing plans. virtualROI is a vital extension to our organisation working in many facets on our behalf - it really is a strategic relationship that continued to develop and rely upon for many years.”

Chrissie Jamieson

Senior Director Marketing

www.markmonitor.com



Who are we?

B2B digital marketing agency

A team of marketing professionals based in the UK helping IT/Technology clients solve their challenges within digital marketing.

- Founded in 2008 by 3 Directors
- Collectively over 30 years of agency and client side B2B marketing experience
- Advocators of best practice
- Trusted advisor relationships
- Seamless extension to your marketing department
- A knowledgebase to be tapped into as and when required
- Members of IDM/DMA



What we do for organisations like yours

Business to business digital marketing



STRUGGLING TO GET TO GRIPS
WITH EMAIL MARKETING
EMAIL



GET YOUR DIGITAL MARKETING
OFF TO A FLYING START
DATA



FAST TRACK YOUR SUCCESS
WITH AN OPTIMISED DESIGN
DESIGN



NEED A PIPE FULL OF LEADS
FROM ACROSS THE BOARD
TELEMARKETING



LOOKING FOR A PLATFORM
WITH ELEVATED PERFORMANCE
TECHNOLOGY



CONNECT WITH PEOPLE
WHEREVER THEY ARE
SOCIAL



CREATE WEB PAGES
THAT ARE SEEN FROM A FAR
WEB



EVERYTHING FLOWS FASTER
WHEN YOU WORK AS A TEAM
CONSULTANCY

Let us help you with your challenges

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