

Accelerating demand generation services with data enrichment



CLIENT

Madison Logic
madisonlogic.com

SOLUTIONS

Person Enrichment API
Company Enrichment API

INDUSTRY

Sales & Marketing

THE CHALLENGE

Madison Logic, a global leader in account based marketing tools, needed to expand its access to quality B2B data in order to help clients connect with more individuals and organizations in-market for their services. Madison Logic offers a suite of world class demand generation, branding, and awareness solutions aimed at helping users to connect with potential clients, expand their brand footprint, and grow revenue.

To do this, they needed access to data that would not only grow their total pool of profiles, but help their clients to gain a true understanding of all the characteristics of the individuals they hoped to connect with and the organizations with which they are employed. As a business that depends on data, Madison Logic needed to identify a partner that was committed to innovation so that it could focus its own internal resources on building superior demand generation and ABM tools.

THE SOLUTION

Madison Logic evaluated eight different vendors during it's search for a data partner. During that evaluation, the ABM vendor considered both scale and quality of each providers' data, as well as internal engineering resources, and the degree to which those resources were focused around innovation within the data space.

They identified People Data Labs as a partner that offered both the high quality easily accessible data to power their solution, the internal commitment to innovation, and broad focus on the emerging data-as-a-service ecosystem that they needed.



THE RESULTS

Faster through-put: Thanks to People Data Labs' clean, accurate, high-quality data and efficient APIs, Madison Logic was able to increase its data through-put by 5x, dramatically increasing the efficiency of its process and maximizing its ability to deliver results for clients.

Accelerated enrichment: Using PDL data, the team at Madison Logic was able to enrich more than 13 million profiles in just 30 days, adding valuable additional data and insight to empower clients with more information about targets and prospects.

Better, and more accurate matches: Madison Logic maintains 13 key data fields for business professionals globally. These fields consist of critical B2B information like name, job title, company, email, phone, linkedin url and location. PDL data keeps these fields fresh and accurate and PDL's Person Enrichment API allows Madison Logic's platform to establish positive matches using 17 potential pairings of these fields.

Expanded data access: More recently, Madison Logic has begun utilizing PDL's Company Enrichment API, giving the company access to firmographic data on 18 million global companies to help keep their account data fresh and accurate.



“At a high level, they help us to solve a very important problem by gaining a true understanding of all the characteristics of an individual and the organization they are employed at.”

VIN TURK, CO-FOUNDER & CEO | MADISON LOGIC