

CASE STUDY

SERVICES ENGAGED:

Industry List Solution

A testament to customer service and unflagging dedication, eSalesData helped a mid-size electronics manufacturer break into several new markets on an international scale. Quick responses and high quality data solutions allowed Moto Design to rapidly enter markets in Malaysia, India, the Philippines and Singapore.

BACKGROUND

Moto Design Co. Ltd. is an electronic goods manufacturer with a focus on consumer products. The company is a fast growing original equipment manufacturer that designs and creates its products from scratch. Based in Japan, Moto Design owns and operates several manufacturing units in China, while marketing their products all across Asia and parts of the Middle East.

CHALLENGES

When Moto Design contacted eSalesData, they were looking to break into new markets in South and South East Asia. In order to further this objective, the company required a database of distributors across Singapore, Malaysia, India and the Philippines that extended to

- Department stores
- Gift Shops
- School Equipment Suppliers
- Novelty Stores
- Supermarkets
- Consumer Electronic Stores
- Mail Order Businesses

The company requested full business contact information (including email addresses) for the above requirement.

SOLUTION IMPLEMENTED

Rising to the occasion, eSalesData adopted multi-stage plan to tackle Moto Design's needs.

Market Analysis

So as to provide the client with a viable list of prospects, eSalesData conducted a review of the client's product and manufacturing capabilities in conjunction with an analysis of their past marketing campaigns.

Data Interpretation & Consolidation

Concurrent with the aforementioned analysis, eSalesData then proceeded to present Moto Design with a list of prospective distributor and retailer partnerships.

Customized List Creation

With the client's go ahead, eSalesData then built a list of over **100,000** prime prospects and delivered them to Moto Design via FTP in the stunningly short turnaround time of 5 days.

RESULTS

Needless to say, Moto Design was thrilled by the rapid turnaround and truly amazed by the quality of data they received. By choosing eSalesData, the client connected with markets all over South and South East Asia, securing a B2B response rate of over 35% and broke their own revenue records with over 748.76% ROI.

ABOUT eSalesData

eSalesData is a fast growing market specialist in delivering sales leads, email/data appending, application development and online marketing solutions. We provide list database service that includes fast delivery, simple management, and responsive, knowledgeable customer support.

We use our in-depth knowledge of direct, email, and search engine marketing in order to help you find new prospects and customers; turn your house file into a profit center through list management; plan successful direct marketing campaigns; and get the most from your marketing investments through cost effective data services.