

NATIONAL CREDIT CARD PROCESSOR

CHALLENGE

A national credit card processor with a new division specifically targeted to serve small businesses needed to update its existing database to support multichannel marketing strategies.

SOLUTION

The client shared their file of B2B records with V12's managed services team. The team then updated existing records, added missing records, and appended revenue, company size, and individual level contact data to enhance the client's marketing capabilities.

RESULT

Using their new and updated list, the client was able to grow its new division by more than 10% over the previous month.