

Marketing Data Success Stories

See how businesses like yours have met their marketing goals with Media Source Solutions' data

Financial Services Success Story

A US financial services company approached Media Source Solutions looking for a data file of career minded professionals who had recently changed jobs for their forthcoming customer acquisition marketing campaign.

We recommended using our pre-built audiences, in particular our "Career Development - New Movers" segment, drilling down to the 25-34 age group, to be sure that the audience was perfectly on target.

After running their direct mail campaign over a three month period, the client was extremely pleased with the results and have said that when they come to run their next marketing campaign, they'll be back!



Digital Carriers Success Story

A leading mobile operator wanted to run a customer acquisition digital campaign and contacted us for help sourcing the data for it.

Thanks to our Digital Carrier audiences, we were able to provide the mobile operator with a list of customers from their competitors to enable them to target consumers who were in-market for mobile services on a variety of digital channels.

Over the past six months since initially starting to use the audience, the client has been very happy with the results. In fact they have increasingly used this audience month on month in their digital campaigns!



Demographic Data Success Story

A direct marketing company was looking to source a data file of consumers aged 45+ with an income of less \$40K for a direct mail customer acquisition campaign.

We recommended a data segment of consumers within their target audience, with high monthly updates sourced from low end offers. Having had our demographic data validated by independent data evaluator Truthset, we were confident that the data file we could provide would be highly accurate and would ultimately bring results.

And, we were right to be confident! The client was initially hoping for a 2% conversion rate but with our quality demographic data, they achieved up to a 3% conversion rate. Not surprisingly, they have placed continuation orders due to the excellent results produced from this campaign.



How We Can Help With Your Data Needs



Pre-built Audiences

Reach your prospects & drive your business with our pre-built audiences



Custom Audiences

Create your perfect audience with a custom audience built solely for you



Identity Resolution

Get a complete view of your customers with identity resolution

Get Started Today

Whether you're looking for postal data, phone data, email data or digital data, talk to us today about your data needs.