

Telecommunications Case Study: How Analysys Mason achieved increased engagement score with its prospective clients



BRIEF

Analysys Mason's client range covered operators, regulators, and policy makers in the telecom industry, major internet, content and media players, satellite and cable companies, and government agencies. Analysys Mason approached FrescoData to seek assistance targeting the telecom sector in specific geographic areas. It wanted to understand the target companies by segmenting them into different customer groups in order to approach them with a more suitable and specific marketing approach.

SOLUTION

When Analysys Mason approached FrescoData, a series of goal-oriented meetings were scheduled to establish the role Fresco would play while sourcing the required data. Analysys Mason mainly wanted to target telecom companies in developing countries. The main focus was to source telecom companies from developing countries with precise detailing of firmographics and other pre-selects so that Analysys Mason could contact them using individualized marketing campaigns.

According to the International Telecommunications Union, developing countries in recent times have experienced the most dynamic growth in the industry. In terms of revenue, 9 out of the Top 20 telecommunications marketing were in developing countries with the number increasing by the end of 2018. It suggested that Analysys Mason would be able to easily use data from FrescoData's segmented database with various pre-selects.

FrescoData compiled a list for Analysys Mason to use to analyze company growth, revenue, and other identifiable characteristics in order to create the best marketing strategy. The list was then validated by FrescoData's marketing and validation team to ensure that it had the best chance of a high ROI.

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ABOUT



Analysys Mason has a global reputation for providing unique and specialist knowledge on issues related to the telecom, media, and technology (TMT) sector. It has a strong client base in over 100 countries.

In recent years, Analysys Mason has worked with organizations ranging from the BBC to the Spanish Lottery, an Indian Division of a Fortune 50 technology business, and the Jamaican Ministry of Defense.

RESULT

Analysys Mason achieved a successful engagement score with its prospective clients. Due to the developing nature of the market, the company was able to reduce its costs and improve its operational efficiency.