

Invest Ottawa

Case Study

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Overview:

Industry

Economic Development Agency

Challenge

- Ideal Target Customer Persona Identification.
- Manual research to build lists for organisations to target.
- Obtaining contact information of key decision makers in target organisations.
- Use of multiple technologies.

Results

- An all-encompassing solution that produced verified E-Mails and contact details from a data base of 300M+ B2B profiles.
- Ability to accommodate every industry's individual data requirement

Business Background:

Invest Ottawa delivers economic development programs and initiatives that increase entrepreneurial momentum, wealth and jobs in the city of Ottawa. One of their main offerings is to help build and grow businesses in Ottawa.

Invest Ottawa provides advice and resources, undertaking research of ideal customer persona profiling to assist with their portfolio companies outreach.

"By working with the experts at Cognism, Invest Ottawa was able help it's startups identify their perfect sales target personas, as well as deliver the best contact data available to target."

- Vahid Sadr

Challenges:

Many of the startups in the Invest Ottawa portfolio are in the early stages of business and are yet to discover exactly how they fit in the market and how to start gaining traction. This is a common startup problem that is time and resource intensive.

Invest Ottawa had dedicated a large amount of resources in researching ideal customer profiles, building contact lists and then finding contact details for the companies in their portfolio. Many of these businesses are from a variety of industries and therefore no project is the same.

Previously, they had purchased specific lists unique to each company but found the data was of poor quality; either incorrect or out of date. The research arm of Invest Ottawa used a diverse range of tools to help deliver these projects, however, this was becoming increasingly disruptive to the workflow and a complete solution was needed

Solution:

The use of Cognism Prospector meant Invest Ottawa had access to over 300 million B2B profiles. With sophisticated filtering capabilities, they can now create targeted list in a matter of minutes.

All records have verified contact details, which means there is no additional research required. The large variety of sectors that needed to be covered proved to be no issue. Cognism's extensive database covers a vast number of industries and therefore no other tools were required.

"The intelligence we get from Cognism, helps our startups with finetuning the persona of their archetype customers, identifying best channels to reach them and expanding their client base."

- Vahid Sadr

Results:

By working with the experts at Cognism, Invest Ottawa was able help its startups identify their perfect audiences, as well as deliver the best contact data available for the startups to target. Cognism's leads contained verified email addresses, along with other contact channels to successfully reach the contacts such as phone numbers.

Invest Ottawa no longer relies on multiple tools and research methods, which has led to enormous time and cost savings. Using solely prospector for lead generation purposes has made it a simpler process and easy for new starters to pick up.

"Overall, Cognism's prospector is a very versatile tool which on its own is a competitive advantage. However, what I find as Cognism's most effective cutting edge in comparison to other players in the space such as LeadGenius, eTrigue and Knowledge Tree is the premium customer support, dedication and response time we receive from their Customer Success team."

- Vahid Sadr

About us:

We are on a mission to assist our customers in identifying their next best business opportunity and to provide actionable, operational data in the privacy age.

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