# Cognism 🏠

# How Localz enriches its data and finds new business opportunities with Cognism

## localz

### THE COMPANY

Founded in 2013, Localz solutions transform the day of service experience in retail, delivery field service and utility businesses. Using real-time, geo-location and messaging technology. Localz improves first time delivery and access rates, creates happier customers and significantly reduces costs.

"Cognism Prospector is exactly what our sales team needs!"

Louise Robertson,
Global Marketing Director

## THE CHALLENGE

A key part of Localz's marketing and sales strategy is to attend and exhibit at major industry events. However, the quality of the data they were working with to generate leads was often insufficient. They found that event hosts were typically sending out delegate lists with only limited data points.

Also, with the introduction of GDPR they were struggling with the data they could use - who they could legally market to, and how they could source their contact information in a compliant manner.

## THE SOLUTION

Localz was able to find its target audience with Cognism's lead generation and data enrichment technology. Using Cognism Prospector, they created personas of their ideal buyers and built lists of people who would be attracted to their events. Cognism's outbound automation platform empowered them to send sales and marketing emails to precisely targeted prospect lists.

Localz also found value from using Cognism Refresh. With it, they were able to enrich their stale data and find new business opportunities. Louise Robertson, Localz's Global Marketing Director, explains. "One of the main difficulties you have in marketing is when a key contact, such as the CTO, moves jobs and then you lose the ability to contact them. Cognism Refresh provides the opportunity for us to track prospects as they change companies or get promoted."

Thanks to Cognism's status as a fully GDPR-compliant data company, Localz was able to conduct all this activity in full compliance with EU legislation. As Louise Robertson adds, "we have struggled to generate GDPR-compliant leads before, but Cognism solved this pain point for us. It's the ideal solution for companies to source leads while keeping to the letter of the law."

## THE RESULTS

After using Cognism to manage their lead generation and data enrichment, Localz saw immediate results. Within only a few days of onboarding, Cognism Prospector had helped them to identify more relevant contacts, increase engagement with their emails and reduce bounce rates. "As a result of the data Cognism gave us, we booked three meetings pre-show - a very good outcome for us. Cognism Prospector is exactly what our sales team needs!"

Cognism Refresh was similarly beneficial to Localz. Louise Robertson concludes, "Cognism Refresh allowed us to update the data for each event attendee, including the right job titles and contact information. We work with enterprise-level companies, so it's important that we're targeting the right organisations. Being able to see the revenue size of each company is something that Cognism provides, and that's a huge bonus for us."