

How Newable built up a GDPR-compliant database and discovered new leads with Cognism

Newable

THE COMPANY

Newable is a UK-based financial services company. Founded in 1982, for the last 37 years it has helped other British businesses to thrive. It does this by providing services in three core areas: distributing Angel investment and commercial funding, supplying professional support and advice to growing companies, and managing flexible office space across the UK.

Newable currently has 350 employees, 15,000 active customers, and a wide network of advisors and consultants.

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Ruth Collier, Marketing Manager

THE CHALLENGE

“Up until two years ago, we had no CRM system to speak of,” says Ruth Collier, Marketing Manager at Newable. “All the data we had was captured on separate Excel spreadsheets. It was clear to us that this was a very inefficient system. As time went by, a lot of the data became out of date.”

“To try to improve the situation, we started using Salesforce as our company CRM,” Ruth explains. “But even then, there were huge gaps in our data. We wanted to consolidate all the data we had in Salesforce and make it fit for purpose. Not an easy task!”

Newable was also concerned about the impact of recent developments in data protection regulation. “The introduction of GDPR was a big headache for us,” Ruth confirms. “We discovered much of our data wasn’t GDPR-compliant. We had to make sure the data we held adhered to the new legislation.”

THE SOLUTION

Newable found a viable solution to their data and compliance challenges when they started working with Cognism. “Onboarding and setting up the software was a very simple process,” Ruth says. “We were running campaigns within weeks of starting with Cognism.”

For Newable, Cognism Prospector was the perfect tool for getting the data they needed. “Prospector is a very user-friendly tool,” says Ruth. “It enabled us to select certain criteria and build up personas of our ideal buyers. It allowed for much sharper segmentation of our audiences.”

Cognism’s Salesforce integration was another bonus for Newable. “We implemented Cognism in Salesforce and it helped us to fill in all the missing gaps in our data,” Ruth continues. “Cognism’s data is fully GDPR-compliant and this was a big attraction for us to start working with them. We were able to build up a GDPR-compliant database of contacts which we could then start targeting.”

THE RESULTS

Newable was immediately impressed by the results they achieved with Cognism. “The audiences we’re looking for are very specific,” says Ruth. “They’re a broad range of people working at senior levels - anyone from Angel investors to enterprise directors and CEOs to financial advisors and startup founders. Cognism Prospector helped us to locate those people quickly and reach out to them.”

Ruth highlights one very successful campaign. “We rolled Cognism out to our events team,” she explains. “They run 150 events per year and as you can imagine, it’s vital for them to maximise attendance rates. For one Angel investment event, they used Cognism Prospector to identify and engage with 5,000 leads. From that campaign, we had 16 new investors sign up with us. A great result!”

Ruth is clear that Cognism is hugely beneficial to Newable’s business model. “Cognism is instrumental for us in terms of finding highly-specific audiences and reaching out to them. The software is amazing and it improves all the time. I wouldn’t hesitate to recommend it to others!”