



For Market Intelligence, JustEnough Finds That InsideView is More Than Enough

JustEnough simplifies the complex demand management challenges of some of the world's leading retail brands, from Levi's to Abercrombie & Fitch.

As they began to expand and refine their marketing tactics, they quickly realized a need for a robust and accurate account and contact database.



RESULTS USING INSIDEVIEW

With InsideView, JustEnough quickly increased the quality and depth of their marketing data, boosting the effectiveness of their lead generation efforts. As an added bonus, InsideView's data enrichment let them reduce their long web forms and turn around a high form abandonment rate.

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Caroline Proctor
Chief Marketing Officer | JustEnough

JUSTENOUGH'S SALES AND MARKETING CHALLENGES

- Existing data lacked the detail required to run effective sales and marketing campaigns
- Difficulty connecting with the right decision makers in an efficient and repeatable manner
- Long web forms resulted in high abandonment rate by website visitors and prevented timely engagement.

AFTER MUCH SEARCHING, INSIDEVIEW WAS A PLEASANT SURPRISE

JustEnough was gearing up for a new round of marketing campaigns, but they quickly noticed gaps in their marketing database. Company records had incomplete industry and revenue data, while many contact records had grown stale. They realized that this would hinder their ability to get the most out of their marketing, so before putting effort into more campaigns, they wanted to first clean up their database and append missing data.

After much disappointment when evaluating other data services and tools, JustEnough found InsideView and gave it a try. As they used InsideView for Sales, JustEnough's team was pleasantly surprised by the depth and accuracy of the data.

“InsideView provides us with all the right information directly within our Microsoft Dynamics CRM,” said Caroline Proctor, JustEnough's chief marketing officer. “We looked at other data providers, and InsideView is the exact solution that we'd been searching for.”

Informing Lead Generation Provides a Productivity Boost

After their initial data clean, JustEnough started using InsideView to help with lead generation. Their marketing team used Build a List to create targeted lists for outbound campaigns, focusing on VP-level contacts within merchandising, replenishment, and demand planning roles, for example.

“We've found that InsideView has a very good accuracy rate when it comes to targeting our core audience,” said Justin Aggelakos, JustEnough's business development manager.

The team also set up Watchlists based on the unique keywords relevant to their business. The best part is that the results are viewable right within Microsoft Dynamics CRM, without requiring the team to learn, and bounce in and out of, multiple tools.

“We've seen a lot of savings in terms of productivity,” Proctor added. “We no longer have to reference multiple sources to build a complete picture of a prospect.”

InsideView Enrich™ Lets JustEnough Abandon Long Web Forms

Now with clean data and accurate lead generation campaigns, JustEnough decided to start using InsideView's data at the top of the funnel by enriching inbound leads. As more and more information was deemed critical to sales and marketing, their web forms grew longer, which resulted in higher form abandonment rates.

With InsideView Enrich™, all incoming leads are now automatically enriched with complete contact and firmographic data as the leads are funneled into Microsoft Dynamics CRM. Since InsideView provides a wide range of data, JustEnough shortened their web forms, increasing the chances that leads will fill out the form and click the all-important “submit” button.

“The InsideView Enrich™ interface is very easy to use, and it's enriching our leads really well,” Proctor added.

CUSTOMER SINCE 2014

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Levi's, Sephora, BevMo!, and Abercrombie & Fitch



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Including the UK, Singapore, and South Africa

PRODUCTS USED

InsideView for Sales™
InsideView Enrich™