CASE STUDY

International Data Group

IDG DELIVERS NEW CORPORATE DASHBOARD FOR ENTERPRISE SALES - POWERED BY LEADBOXER DATA

CLIENT:
International Data Group (IDG)

WEBSITE:
Various titles, including cio.co.uk, cso.nl, cox.nl, and others

REQUIREMENTS
• Track website activity and identify companies based on IP addresses
• Track logins and enrich with Firmographic details
• Track email activity and use clickthroughs to identify and collect behaviour via Copernica API connection
• Automatically upload processed data to FTP server

SOLUTION
Feed a new dashboarding product with daily behavioural data from identified companies on the various IDG websites around the globe.

BACKGROUND
IDG is the #1 tech media company globally and reaches an audience of 250 million professionals in almost 100 countries.

The products and services they offer are diverse and include events, advertising, lead generation, and others.

IDG was a launching customer back in 2014 when LeadBoxer came to life and has been a happy customer ever since. It was a logical decision to contact LeadBoxer to get the insights they were looking for: raw behavioural data from identified and enriched companies to feed into their dashboarding solution for Enterprise sales teams.

THE CHALLENGE
IDG created a dashboarding product that they wanted to sell to enterprise sales teams, and required real data to be fed into the product to generate the value they were offering.

The data had to come from the behaviour and interests of their audience.

So they were looking for a solution partner to collect the raw behavioural events, identify the organisations, enrich with firmographic data; process this and upload to an FTP server to feed into the dashboarding product.

Secondly, it needed to be ready to process millions of events per day.
THE SOLUTION
After analysing the current setup, we implemented the following:
• A customised javascript that captures all the behavioural data including forms, logins and data from the Google Data-layer
• An email tracking pixel inside the various email campaign emails to measure email engagement
• An API integration with their email service provider (Copernica) to identify website visitors using an ID
• A service worker that gets the raw data from the LeadBoxer API, processes this and uploads the data to a secure FTP location as a .CSV file.

As a result, IDG is now feeding their enterprise sales dashboarding product with actual and up-to-date data based on the web and email behaviour of their audience, and can easily roll this out to the other sites, countries and titles.

BUSINESS BENEFITS
By connecting the various datasources and combining this with behavioural tracking, a constant, stable and scalable flow of data now flows into their product. The IDG dashboarding product team is now able to add this data to the product, providing additional value to their customers.

Benefits included:
• Best-of-breed data
By enlisting the LeadBoxer platform and services, IDG obtained access to a cutting-edge company identification solution and did not need to build an internal solution

• Scalable solution
By utilising the LeadBoxer enterprise class tracking and identification solution, IDG can now easily scale up the collection of data by adding new or existing websites to their account.

• Customer needs
IDG is now in a position to deliver insights they know will benefit their clients.

ABOUT LEADBOXER
LeadBoxer is a Lead & Customer Data Platform headquartered in Europe (The Netherlands). The LeadBoxer software platform is a best in class solution designed to analyze enormous amounts of Marketing & Sales Data derived from multiple online sources.

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