

CASE STUDY



F R O S T & S U L L I V A N

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Originally founded in New York City in 1961, Frost & Sullivan has grown to become one of the world's leading growth consulting and corporate training organisations. Dedicated to 'helping world-class companies to increase productivity and performance through their people', Frost & Sullivan opened its London training division in 1972 and today runs more than 130 public training courses each year in the UK alone, plus in-company training together with events for analysts and high level 'executive summits'.

To help it promote and advertise those 130 plus courses, the company uses Mardev and its 5 million strong DecisionMaker database to help it generate the best leads for each. These leads can come from almost any sector or background, as the courses range from personal development and management skills to areas such as sales and marketing and project management. It's important therefore to match the right course with the most appropriate individual – which is where Mardev's data expertise comes in.

Says Dinesh Saggur, Global Marketing Manager at Frost & Sullivan, "We use a mixture of mailings and email campaigns to advertise each training programme. Every one of the 130 will have its own unique promotion, but we have also developed our own internal database to enable us to target selected 'bundles' of courses, then use DecisionMaker to identify the best individuals to mail or email, as appropriate.

Dinesh Saggur
Global Marketing Manager

If you'd like to know more about how Mardev can help you contact Nicola Dedman, Account Manager on 020 8652 4532 or email enquiries@mardev.com

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