MTI subscribe to the i-4business UK database in full and have a customised access to the German & French market.

98%
Email Accuracy

50
Leads

15-20%
Open Rate

Overview

MTI subscribe to the i-4business UKI database in full and have a customised access to the German & French market.

Using the i-4business database MTI were targeting IT contacts at companies with 500+ seats across most verticals. They sent educational emails, event and webinar invitations to potential prospects. Based on approximately 20,000 emails sent, MTI achieved an open rate of 15-20% with an average click through of 4% and a 2% bounce rate. In 3 months, MTI have created 30 – 50 high quality leads using the i-4business database.

MTI also ran a match of their Customer data in UK, France & Germany with i-4business. This enabled MTI to identity any left contacts within their CRM and any changes to the contacts (including change of email, Job Title, postal address or phone number) ensuring they had the most relevant/accurate information on those contacts.

"Good quality of data as far as I can see so far having only used the system for a few months, results from campaigns are yet to fully reflect in our stats/analysis, feedback on the team is top notch, always there to support and answer any queries that come their way!"

Bryan Wong
Marketing Executive at MTI

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MTI is a global provider of Information Technology Security solutions and services, delivering business transformation to over 1,800 customers.

For over 25 years, MTI had been providing an extensive range of security solutions and services, helping organisations accelerate IT and business transformation, enabling them to reduce operating costs, increase profitability, and mitigate risk.

i-4business are the B2B contact data specialists for EMEA with 25+ years' experience in this sector.

i-4business has complete profiles on every enterprise account across EMEA with contact information on all IT/LOB decision-makers and influencers, including high coverage of IT Security & Risk Management contacts.

All i-4business data has been researched and personally verified by a member of their native in-house research team, ensuring i-4business remains the highest quality dataset in EMEA.