



dun & bradstreet

dmg::events

Driving Business Forward with Data

Introducing dmg events: the purveyors of
meaningful in-person interactions



When people and businesses come together, ideas spark and connections are made.

Even in today's digital world, the power of face-to-face interactions cannot be overstated, and the opportunity to present products, services and ideas in a live environment is an invaluable marketing tool.

Events are at the heart of this connected world. But at the heart of events is dmg events: the global exhibitions and publishing company, responsible for bringing together 425,000 visitors to its portfolio of 84 exhibitions every year. Ultimately providing the in-person platform to create the live connections that are key to building strong and valuable business relationships.



Connections must be meaningful – and data is the driving force that enables this

DATA IS THE DRIVING FORCE BEHIND MEANINGFUL CONNECTIONS

On its mission to accelerate business through face-to-face events, dmg events is committed to bringing people and businesses together. But to establish the most meaningful connections, for exhibiting companies and professional communities across sectors such as Construction, Energy, Transportation, Hospitality, Interior Design and Manufacturing, it's imperative for the right people to come together.

Evidently, you wouldn't want a dentist at the African Smart Cities Summit, nor an interior design exhibitor at the Future Energy Asia Exhibition & Summit. Connections must be meaningful – and data is the driving force that enables this, making up the ever-expanding database that stores prospect information and empowers dmg events' team to match the right people and exhibitors with the right events.

However, dmg events' potential customer base is large and diverse, and keeping data up to date was an ongoing challenge for its sales and marketing teams. In addition, its data was being acquired from multiple sources and was therefore varying in quality, accuracy and uniformity, with no capacity for standardization or insights. And just in case this growing mountain of data-related challenges wasn't disruptive enough, approving and managing data was also a manual, time-consuming process.

D&B Optimizer for SALESFORCE

EMPOWERING PEOPLE WITH D&B OPTIMIZER FOR SALESFORCE

To overcome this, dmg events chose D&B Optimizer for Salesforce. Citing its capabilities to ensure the data powering its Salesforce environment was as extensive as possible, seamless to navigate and easy to act upon, as the main reasons behind this decision. But above all, because the solution continuously manages data quality within this environment, dmg events no longer has to – freeing up its people to focus on more impactful, customer-centric tasks for the business.

Ultimately, D&B Optimizer for Salesforce has given the events giant the ability to easily identify the best prospects and ensure alignment across its business.

By automatically updating and enriching records, this has also granted dmg events access to real-time, quality data and the ability to identify cross-sell and upsell opportunities, with the visibility into corporate linkage and family trees that comes with this.

CHALLENGE

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SOLUTION

D&B Optimizer for Salesforce's technology automatically updating and enriching records, this has also granted dmg events access to real-time and quality data.

THE RESULTS

Since leveraging D&B Optimizer for Salesforce, dmg events has been able to revolutionize its use of data – and its ability to match against customers. Overall, the event specialist now enjoys an impressive 75% match rate against customers, and 45% match rate against potential customers.

To date, dmg events has had only 18 confirmed cases of mismatches out of the 81,872 matches – equivalent to a 0.02% error rate

In addition, dmg events' invoice address population has been elevated to new heights. Pre-D&B, some 59% of records had zero address fields, with only 37% containing 3, 4 or 5 completed fields. Today, following the introduction of the industry-leading data solutions of D&B Optimizer for Salesforce, 100% of records now hold fully populated invoice addresses.



“Since entrusting D&B Optimizer for Salesforce, we’ve been able to drive growth unlike ever before. By being able to effortlessly and accurately match customers, in an environment that’s continuously updating, we no longer have to put in long, manual hours making sense of bad data. **D&B Optimizer for Salesforce has empowered our teams to thrive in their roles, and has increased our efficiency across the business**”

— Sunny Bath, Vice President for Data Management at dmg events

Overall, dmg events' decision to entrust the solutions of D&B Optimizer for Salesforce has been a fruitful one. With its unlocking and managing of real-time, quality data serving to match prospective customers, Optimizer ensures alignment across the business and empower teams with its automatic enriching of accounts.

And given the success of dmg events' data story, the exhibition specialist is now exploring how to elevate its use of data to yet loftier heights, building on the strong foundations that D&B Optimizer provides. dmg are evaluating D&B Hoovers which will provide additional insight to their sellers, including news, event triggers and additional contacts and D&B Direct for Finance for enhanced credit decisioning.



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