

CASE STUDY

Discover New Business & Residential Customers with BlastPoint's Interactive Platform



A large investor-owned company wanted to grow their customer base by identifying households and businesses most likely to convert to their offerings across a three-state territory. BlastPoint's platform enabled them to locate and reach out to over 61% more leads.

RESULTS

**61%
More**

**Potential New
Customers Identified**

"We're extremely satisfied with BlastPoint. I couldn't be happier with how things have gone and are going."

—Vice President of Business Development



OVERVIEW

To identify households and businesses that were ideal candidates for becoming customers, the company needed to understand where potential customers were located in relation to existing infrastructure, as well as demographics and current resources. Using the BlastPoint Platform's interactive mapping feature, they scored and filtered relevant datasets to build target lead lists. This led to a more than 61% increase in lead generation outcomes. Identifying more potential customers who are the best fit in terms of housing, location, and other key characteristics.

OBJECTIVES



Identify more potential customers who are the best fit in terms of demographics, location, and other key characteristics.



Integrate relevant internal and external datasets, placing insights at the sales teams' fingertips.

SOLUTION

BlastPoint's Mapping Tool Reveals Top Sales Targets

The main challenge for the team was consolidating multiple datasets into one cohesive, easy-to-use tool. BlastPoint integrated resource type, demographic, and infrastructure data, then made it available to the team through our Maps tool, allowing them to visualize infrastructure locations and specific housing and resource types. By filtering potential customers based on these datasets, they could customize lead lists for specific types of sales outreach by downloading contact information for top targets.



Data Profiles Help Personalize Sales Outreach

Additionally, BlastPoint used our AI-powered technology to create personas, or data profiles, enabling the company to personalize messaging that resonated with specific sales targets. These personas uncovered distinct motivations for switching resources, such as cost savings, values alignment, and access to additional features. With this knowledge, the company was well-positioned to craft personalized outreach with compelling messaging.