

“WE MAINTAIN A HIGHER LEVEL OF LEAD QUALITY AND MEDIA SPEND EFFICIENCY.”



DGS HAS ACHIEVED

- More accurate leads
- Higher ROI on media spend
- Increased revenues
- Double-digit growth year over year

“We’re a new entrant in the lead-generation space, having acquired a business” says Michael Darwal, Chief Marketing Officer for Digital Globe Services, an online acquisition and leads generation company. “So we need to offer services and new technology more quickly than our competition. This enables us to win share in a mature space”

“WE’VE REALIZED A LOT OF VALUE” USING NEUSTAR ON-DEMAND SERVICE.

With clients including major online universities, DGS relies on Neustar on-demand lead verification and lead scoring. Using Neustar’s school-specific models, DGS can “maintain a higher level of lead quality and media spend efficiency,” says Michael. “We’ve realized a lot of value.”

Schools pay more for better leads, so it’s crucial that DGS delivers the right lead to the right school to enroll the right student.

“NEUSTAR’S DATA LETS US BE SMART...”

“Neustar’s data has enhanced our data and the performance of our online media by informing us of where different campaigns fall into different school deciles,” says Michael, “and lets us be smart about what we launch, pause and scale.”

He adds, “One of the unique things about working with Neustar is the responsiveness of the team, both on the customer service and technology sides, plus how they suggest that we can look at data differently to implement products and services. They’re also an advocate for our brand, which has been a huge benefit in helping us grow our business.”