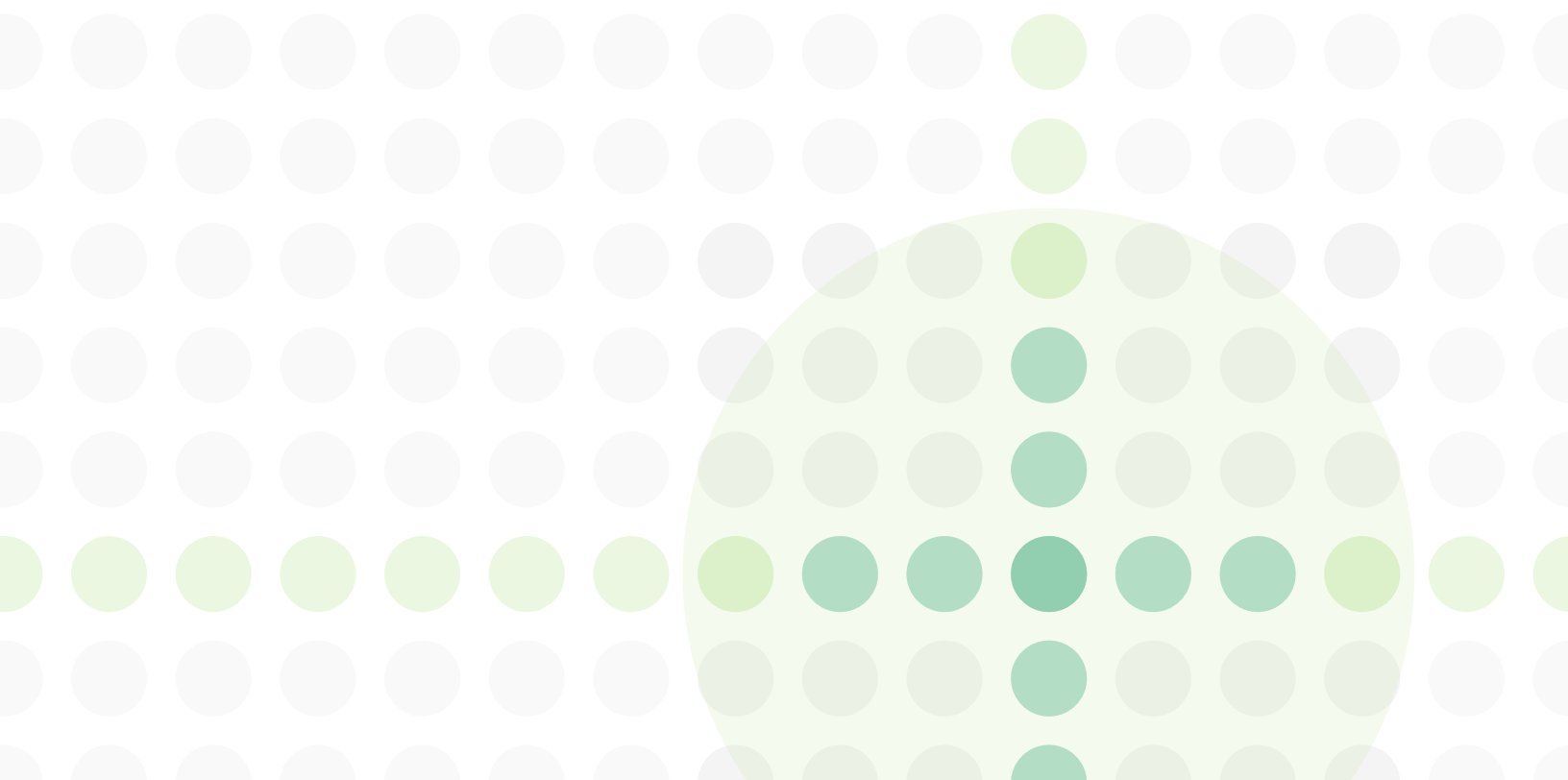


Case Study: Find Ideal Customers

Discovering \$8.9M in Revenue with Smarter Prospect Lists



THE CHALLENGE

⊕ Low Sales ROI

One of Enigma's customers offers consumer financing through small and medium-sized "merchants": online and storefront retailers. The customer's go-to-market strategy includes outbound prospecting, where all prospects get marketing materials and high-priority prospects are assigned a sales person.

Once the customer's go-to-market team is aware of a prospect, they run it through a prioritization model that scores prospects 1-10 based on how well they fit the ideal customer profile:

- Growing business
- Target industry
- Transaction size between \$500 and \$10,000
- Revenue between \$500,000 and \$5 million

Recently the team had been seeing lower sales ROI than expected. As they dug deeper, they realized they'd been prioritizing the wrong leads: their existing lead sources were providing many leads outside their ideal customer profile, wasting their sales team's time.

The go-to-market team decided to pilot Enigma Discover – customized lists of ideal customers – and compare lead quality.

THE SOLUTION

The team subscribes to **Enigma Discover**, which gives them a customized monthly prospect list.

They specify their ideal customers, and each month, Enigma sends them leads within their criteria. The team was pleased with early results and will continue their monthly subscription to find new prospects.

THE IMPACT

60%

OF LEADS FROM ENIGMA
DISCOVER WERE NET NEW

25%

CONVERSION RATE
ON NET NEW LEADS

\$8.9M

EXPECTED INCREMENTAL
REVENUE AFTER ONE YEAR

How it works

DATA FOR ACCELERATING LEAD GENERATION & IMPROVING ROI

Enigma's card transaction data, Merchant Transaction Signals, helps go-to-market teams identify and engage top prospects. Instantly gain visibility into a business's average monthly revenue, transaction volumes, customer counts, and growth trends.

Merchant Transaction Signals are derived from a panel of more than 750 million anonymized credit and debit cards. Using proprietary entity resolution techniques, we aggregate and match the raw transactions to more than 10 million U.S. businesses, providing leading indicators of growth and risk.

HOW GTM TEAMS ARE USING THIS DATA

- Identify fast-growing or stable small businesses
- Build lists and segments that are more likely to convert
- Purge your database of businesses that have closed to reduce wasted spend
- Use precise revenue projections to understand the size of a business

SOUND LIKE CARD TRANSACTION DATA INSIGHTS COULD HELP YOUR TEAM?

We launched Discover and Enrich especially for growth teams, making it easy to access Enigma's detailed identity and financial intelligence about card-accepting businesses.

Our dataset gives you insights built on transactions from more than 750 million cards—across types like general purpose credit cards, consumer and small business debit, small business credit, health savings and flexible spending accounts, gift cards, and more—giving you diverse coverage of U.S. card transactions. And it's getting better all the time.

Find more details about our data in the appendix. Want to see this data in action?
[Get in touch for a test drive.](#)



High Coverage
More than 10M businesses



Accurate
Derived from card transactions



Up-To-Date
Refreshed monthly

enigma

DATA	DESCRIPTION	KEY FIELDS
Card Revenues	Monthly revenue a business receives from credit and debit card transactions.	Card revenue (average monthly card revenue) for the previous month, the previous three months, and the previous twelve months.
Card Revenue Growth	How card revenue is trending at a business over time.	Card revenue growth rate for the last twelve months compared to the previous twelve months, card revenue growth rate for the previous three months (seasonally adjusted and nonseasonally adjusted).
Card Transactions	Monthly number of credit and debit card transactions at a business.	Number of days transactions were present, number of weeks transactions were present, number of months transactions were present. Available over one month, three month, and twelve month time periods.
Card Transactions Stability	Distribution of card transactions at a business over time. View how many days, weeks, or months saw purchases at a business within a given time period.	Number of days transactions were present, number of weeks transactions were present, number of months transactions were present. Available over one month, three month, and twelve month time periods.
Customer Counts	Average number of daily customers a business has, based on credit and debit card transactions. Customer counts are provided for 1 month, 3 month, and 12 month periods.	Average daily count (average number of daily card customers) for the previous month, the previous three months, and the previous twelve months.
Refunds	The refunds a business issued to credit or debit cards.	Total refunds issued and the ratio of refunds issued to total card revenues for the previous month, the previous three months, and the previous twelve months.

Want to see this data in action? [Get in touch for a test drive.](#)