



**GadgEon**

Engineering Smartness

# **DATA MINING FOR MARKETING CAMPAIGN - PROCESS AUTOMATION**



## Data Mining for Marketing Campaigns



The marketing team of the client company need to generate sales leads from the selected list of prospective companies. They were using data mining techniques to obtain the email and contact number of the key contacts of prospective companies. This repetitive job is consuming considerable amount of sales team's bandwidth. They want to automate this task using any standard RPA tool.

### Results / Outcomes

- Increased efficiency and accuracy due to the automated process for collecting key contact details from professional networking sites.
- 70% reduction in effort of sales team for performing the entire data mining activity.
  - Average time taken to data mine a company reduces from 45 minutes to 15 minutes.
- More that 80% success rate in data mining activity due to increased accuracy, false data reduced from 35% to 20%.
- Increased utilization of existing infrastructure as the software bot can execute in non- office hours and the same infrastructure can be used for other sales tasks during office hours.



## The Solution Description

### Challenges:

- The entire process is repetitive and the employees found no value to them in doing this repetitive job.
- The employee satisfaction level is low due to such a repetitive tasks which results in high attrition.
- The process is time consuming and grabbing a major share of sales teams bandwidth.
- The process rely on professional networking sites for majority of data. Leading social networking sites have inbuilt data protection mechanism which makes automation difficult with standard data scrapping tools.
- The tools which use paid services from the professional networking sites are expensive and cannot fit the budget of small to medium sales teams.

### Solution:

- Created a software bot using UI path which can perform the following tasks :
  - Devices a unique methodology to extract data from the UI screen without violating the data policy of LinkedIn.
  - Extracted data required directly from the target company's LinkedIn pages.
  - Used LinkedIn based supporting tools like Sales Navigator and Lusha for key contacts in the company.
  - Used contact verification tools to filter false data.



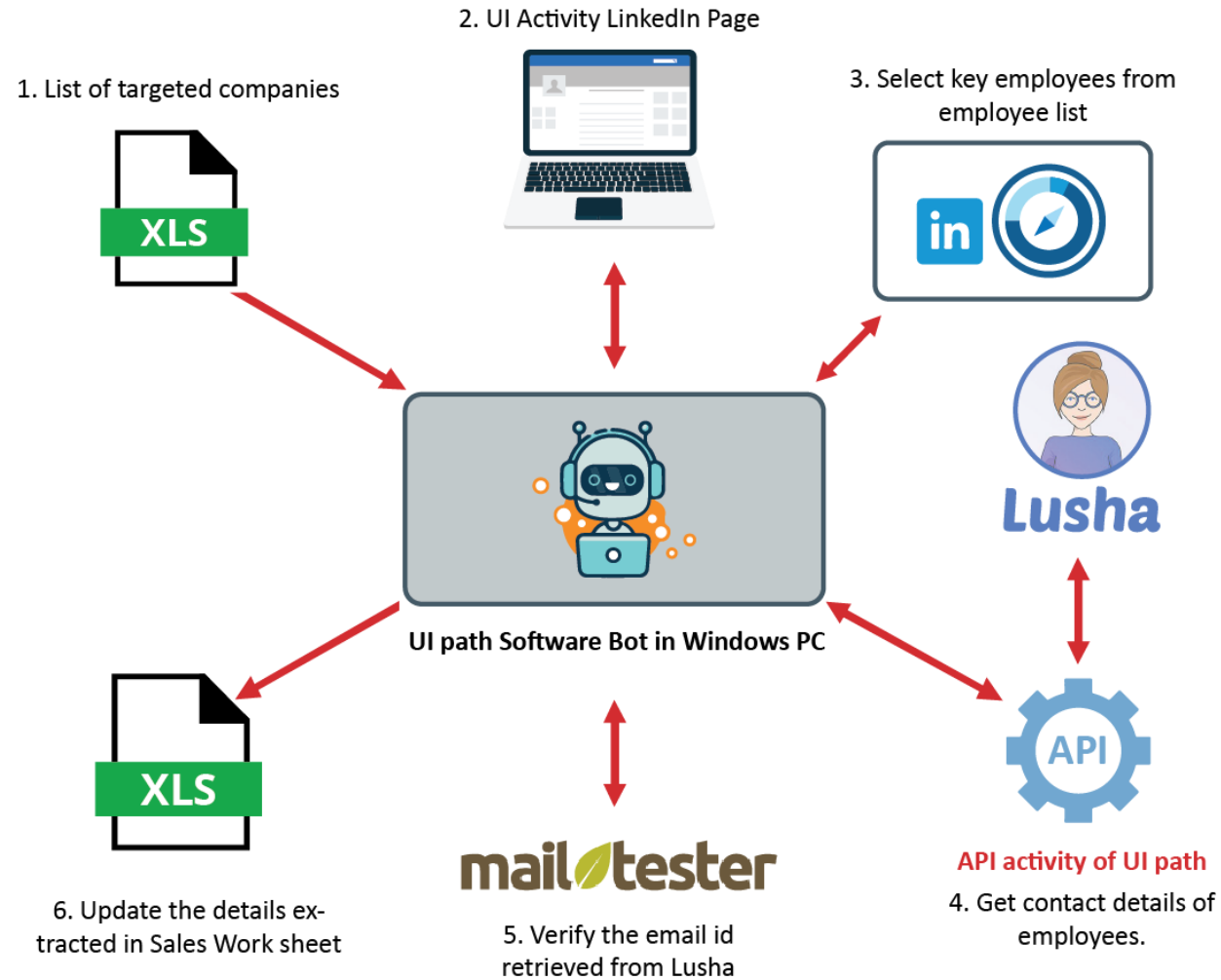
## The Solution Description

- Created a software bot using UI path which performs the following tasks performed by sales team.
  - Collected the list of targeted company from a worksheet.
    - Using the Excel activity of UI path to get the list of companies from the shared work sheet.
  - Extract basic information about the company from LinkedIn page of the company.
    - Using the web scrapping tool of UI path the following details about the company is extracted:
      - Company size
      - Location
      - Company description
  - Find the key contacts of the company using the LinkedIn Sales Navigator
    - Custom filters are defined based on the size of the company to find out critical employees from the company.
    - Standard data extraction activities of UI path will not work because of the unique security mechanism of LinkedIn.
    - Devices a unique solution which extracts First name and Last Name of employees directly from the LinkedIn web UI.
  - The employees email id and phone numbers are extracted using the tool Lusah.
    - Using the API activity of UI path to extract the phone numbers and email id providing first name last name and company name.
  - Verified the emails obtained from Lusah using the UI activities of UI path.
    - The email of the key contact persons obtained are verified using mail tester.
    - If the email is not retrieved from Lusah mail tester is used to find the email id using different combinations of first name , last name and domain.
  - The updated details are updated in the sales worksheet using Excel activity of UI path.



# The Solution Description

- Technology Used: UI path , LinkedIn , Sales Navigator , Lusha & Mail tester



# THANK YOU



For More Details, Let's Connect



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