



How **Absolute Signs and Graphics** improved its data quality and discovered over 1,000 new opportunities with **Cognism**



THE COMPANY

Absolute Signs and Graphics is a UK-based brand implementation company. Since they started trading in 2013, they have provided their clients with digital, graphic design and signage solutions to help them attract new business. They are proud to offer a range of outstanding graphics products and services, tailored specifically to each customer.

Absolute Signs and Graphics are making an impact across a wide variety of sectors, including events and exhibitions, retail, finance, hospitality and healthcare. Some of their high-profile clients include Flybe, Thames Water and Coca-Cola.

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Jonathan Burge,
Founder and Director

THE CHALLENGE

The priority for Absolute Signs and Graphics was to reach new customers. In the past, they had used Google Ads to spread awareness of their brand and had purchased lead lists to try and identify prospects. However, over time they found that these avenues were no longer providing good value for money.

Jonathan Burge, the founder and director of Absolute Signs and Graphics, explains. “We used Google Ads for several years, but recently we found that it wasn’t bringing us any new business. It wasn’t effective for the amount of money we were putting into it.”

“Also, we purchased lead lists, but the quality of the data on those lists was extremely poor. Everything on them was out of date, from email addresses to phone numbers and job titles. You can’t build a pipeline on the back of such low-quality data.”

THE SOLUTION

That was when Absolute Signs and Graphics discovered Cognism. Using Cognism Prospector, they were able to create personas of their ideal buyers and search for others just like them. Cognism’s AI-powered lead generation platform, Cognism Prospector, supplied Absolute Signs and Graphics with the high-quality data they needed to scale their business.

“In my industry, it’s vital to connect with decision makers before they go to market,” continues Jonathan. “Cognism excels at this. We were able to get all the data we had been missing, including verified business email addresses and phone numbers. Cognism made finding our target customers and reaching out to them a very simple process.”

Cognism also gave Jonathan peace of mind when it came to the legal side of lead prospecting. “These days, when looking for new business, you have to keep things like the GDPR in mind. Cognism is a fully GDPR-compliant data company and this was another reason for me to start working with them.”

THE RESULTS

Cognism’s high-quality data and lead generation solutions delivered impressive results for Absolute Signs and Graphics. “We discovered 1,500 new prospects in a very short space of time,” confirms Jonathan. “Our email deliverability and response rates increased. We were able to move into new markets and expand our offering to a larger and more diverse variety of clients. In terms of the new deals we’ve won, Cognism is providing good ROI for us.”

Jonathan would recommend Cognism to other business leaders looking to improve their lead and contact data. “To be honest, I tried other lead generation platforms before finding Cognism,” he concludes. “But none of them were as reactive as I liked. Their email deliverability rates were low and I wasn’t happy with the data quality.”

“The best thing about Cognism is that it provides accurate business data, fast. The product works and the team behind it is very helpful. I’d recommend Cognism to any company that wants to find and engage with new customers.”