

How Cranfield School of Management uses Cognism's high-quality data to find thousands of new prospects



THE COMPANY

Cranfield School of Management is one of the oldest business schools in Europe. Founded in 1967 and based in Bedfordshire, UK, it is a world leader in management education and research. It provides post-graduate degrees on a range of business-related topics, including finance, logistics, marketing and leadership.

Some of Cranfield's notable alumni include Nick Jenkins, the founder of Moonpig, Sir Charlie Mayfield, Chairman of John Lewis, and Warren East CBE, the Chief Executive of Rolls-Royce.

The executive development department, in particular, provides short courses and programmes for corporate clients.

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Violeta Da Rold,
Marketing and Communications
Manager

THE CHALLENGE

Part of the business development strategy of the executive education department consists in approaching cold audiences. To achieve this, the department has historically worked with data providers and email marketing firms. However, while the results were acceptable, there was a high level of perceived wastage and it was felt that higher engagement could be achieved through more refined targeting. This is the point at which the team began working with Cognism.

"What we were looking for was the ability to experiment with segmentation criteria and target niche audiences with very refined messages, something that was simply not possible when working with a single set of 30-40,000 data sets. Sending the same message to that amount of data got us results by sheer statistics, but it wasn't a smart way of working. We thought there must be a better way of doing this."

THE SOLUTION

The team was able to solve this challenge by deploying Cognism. Using Cognism Prospector, they built individual and highly-targeted buyer personas of their ideal attendees and delegates. They experimented with the different criteria that Cognism provides and developed messages for each specific audience.

If one event or course was geared towards senior marketers, for example, Cranfield's business development team was able to create that persona and search a B2B database to find exactly that audience. Then, they used Prospector's email automation function to contact their target market at scale.

Violeta Da Rold has nothing but good things to say about the platform. "On the whole, Cognism has been very easy and intuitive to use. Creating buyer personas was a smooth process and they helped us to find just the right kind of people we were looking for."

"I've also been very impressed with the Cognism Customer Success team. Onboarding was quick and easy and if I've had any queries, they've been answered straight away. They are always a pleasure to work with!"

THE RESULTS

Violeta was delighted with the results from Cognism. "We found 1,800 new prospects with Cognism over the campaign period," she says. "During that time, we A/B tested Cognism against another supplier. I'm pleased to say that in comparison, Cognism's conversion rates were far superior. The fact that we could run our campaigns from our own Cranfield email address and that it integrated with our CRM was another bonus for us. It meant that we could easily keep track of replies and follow-ups. Our email response rates increased."

Utilising Cognism meant a change in the way that Cranfield conducted its outreach. "In data terms, with Cognism we are going for quality, not quantity," continues Violeta. "We aren't targeting as many prospects as before, but the conversion rates are much higher."

"Cognism is a very versatile tool. It can be used to hone in on exact target audiences but it also has the flexibility to experiment with audiences that may not have previously been considered. I would recommend Cognism to anyone looking to develop laser-sharp targeting and engage with their ideal leads."