Business overview

**Founded:**
2009

**Employees:**
500 - 1000 (2015)

**Annual revenue:**
Unknown

**Industry:**
Government

The Customer

Korea Trade-Investment Promotion Agency (KOTRA) was set up by the South Korean government in 1962 in order to promote trade and investment, and has since expanded its activities to numerous countries worldwide, with the Milan Korea Trade Center (KTC) being opened in 1966. The organization has helped Korea’s rapid economic development within the last few decades through activities such as government to government export, promoting foreign investment in Korea and SME export promotion. The organization also maintains the KOTRA Seal of Excellence, given to companies that are deemed high quality, trustworthy and advanced technologically, with the main aim being to help foreign companies identify quality products and services in Korea.

The Solution

**Regularly verified data**

Global Database has always put the accuracy of our data before anything else. The email addresses on our lists are validated on a 30 day basis to make sure they are correct and still being used. Our cutting edge web crawling technology adds and updates details in real time and we also pull new data from a wide variety of authoritative sources every day including government agencies, Companies House, Chambers of Commerce, public filings/stock exchanges and many more.

As advanced as out technology is, we do not rely on it alone; we also have a team of over 100 in-house experts who manually collect, organize and verify different data sets daily. Our customers are regularly notified of these updates so that their sales pipeline always has new leads. All of these factors combined mean that we have an email deliverability rate of between 85 and 95 percent; something that none of our competitors can claim.

The Challenge

**Low email deliverability rates**

When sending any kind of email marketing campaign, the goal is obviously to have your message read by as many of your contacts as possible. So when the metrics show a high email bounce rate it is a clear sign that your list needs some attention, with hard bounces most often being caused by inaccurate or incomplete email addresses. KOTRA needed to find a company intelligence provider who could offer accurate contact details and therefore a high email deliverability rate to give their campaign the best chance of success possible.

The Results

**More leads, higher response rates**

As a result of Global Database’s commitment to maintaining data accuracy, KOTRA was able to ensure that their email bounce rates were as low as possible, and their messages were getting seen by the majority of their contacts - resulting in more overall leads and also greatly reducing the risk of their emails being incorrectly identified as spam. By purchasing access to the Italy database with Global Database they were also able to reach the key decision makers in each company and organization, cutting out the contact with middlemen and gatekeepers and ultimately saving them a lot of time.

As with all of our data, Global Database will continue to monitor and validate KOTRA’s new database to ensure they always have access to the freshest and most accurate information in the market.

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