

# MARKETING

## Unified Audience Database

[Knowledge Marketing](#) is a powerful data management SaaS platform for creating a unified audience database, driving email marketing and managing your audience effectively.

### Customer Success

**Leading Publisher Uses Ignite's KM Unified Audience Database to Boost Qualified Leads Program by 25% and Create Solutions that Construct a Barrier to Entry by the Competition**

#### COMPANY

B2B Publisher and Marketer

#### ESTIMATED REVENUE

\$10 million / year

#### INDUSTRY

MEDIA & PUBLISHING | Media  
Publishing — Periodicals

#### IGNITE SOLUTIONS

Knowledge Marketing

#### DEPLOYMENT

SaaS

#### Summary

Knowledge Marketing is used by this leading publisher as a Unified Audience Database (UAD) for an audience size of 350,000. Domain tracking is used to automatically log website activity into UAD with a Data Compare model for easily comparing external lists against UAD audience data.

#### Why Knowledge Marketing

Knowledge Marketing had a robust UAD solution supported by a range of circulation and data management services.

#### Customer Benefit

By using Knowledge Marketing this publisher has been able to centralize all audience data into a single version of truth, across all publications. It has allowed them to operate more efficiently, spending less time ensuring their core data is accurate. Knowledge Marketing has also allowed them to maximize audience monetization by being able to query and pull specific audience lists.

#### Customer Outcome

The company has boosted their qualified lead programs by 25% and created solutions that constructed a barrier to entry by the competition.

### Solution Benefits

- Combine demographic, behavioral and contextual data to reveal new opportunities
- Segment, analyze and engage your audience with targeted, high-quality content & promotions
- Effectively manage your audience and subscribers with Unified Audience Database, a single database to centralize all audience data and enable insights and intelligence
- Manage and send high volumes of personalized email, optimized for business audiences and deliverability