



//Introduction

Giglinx is a global wholesale IP transit, transport, and Colocation provider with wholesale pricing.

//Pain Points

Prior to using Synthio, Giglinx had partnered with **seven** other data providers, including ZoomInfo and Data.com, but they could never provide the type of data they needed. Giglinx wanted to partner with a reliable data provider with an easy-to-use platform and cost-effective solution. They found what they were looking for with Synthio.

//Ease of Use

Giglinx was impressed with many of Synthio's features including the login credentials, ease of pulling large amounts of data at a time, suppression functionalities, data manipulation control, append features, and constant updates to records on the platform.

//The Data

Giglinx used Synthio data for three different situations:



Tradeshows. Giglinx attends five or six tradeshows a year and uses Synthio's data to target conference attendees who are in the same industry.



Targeted Emails. Giglinx uses Synthio's database to find contacts who fit their ideal buyer persona and then uses that data to send out targeted email campaigns to start a conversation.



API. Giglinx uses Synthio's API to receive real-time notifications for PR related information and to touch base with potential prospects quicker.

By using Synthio's data, Giglinx sent out hundreds of campaigns during the year and each campaign had one initial email with two follow-ups for a total of three emails per campaign.

From 2015 to 2016, **open rates increased by 4.5%** and **click-through rates increased by 2%**.

//Giglinx Testimonial

"Synthio's Platform provided me with all the right data I needed to target potential customers. It was very simple to use and has allowed me to be much more efficient and targeted when finding new business."

- **Jake Iskhakov**, *Director of Business Development*