

## Jigsaw Case Study

### Customer

WageWorks is the leading provider of consumer-driven tax-advantaged spending accounts for healthcare, dependent care, and commuting.

### Challenge

WageWorks needed to find the right audience for its email-based direct response campaigns, but found that large data vendors and rental list providers delivered unreliable or irrelevant information at a high cost.

### Solution

In 2007, WageWorks began purchasing Jigsaw Lists to supply contacts for its email campaigns. The company's direct response department uses Jigsaw's highly accurate information to find and target specific types of contacts within organizations.

### Results

#### With Jigsaw Lists, WageWorks has:

- Maintained double-digit email campaign response rates.
- Reduced email bounce-backs to a handful per campaign.
- Won valuable customers through its marketing campaigns.
- Pinpointed the right decision-makers in target organizations.
- Paid for its investment in less than one year.

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— Aaron Nichols, Senior Manager, Direct Response, WageWorks

## WageWorks<sup>®</sup>

### WageWorks Gets Responses —Not Bounce-Backs—with Jigsaw Lists



Like any company that runs direct response campaigns, WageWorks' top priority is to reach the right audience. But until recently, WageWorks had a low connect rate with decision-makers due to problems in its data supply.

"To sell WageWorks services, we really need to dig deeper," explains Aaron Nichols, Senior Manager, Direct Response, WageWorks. "We need to reach specific people who manage employee benefits for companies. Our Hoovers subscription only gave us high-level contacts in each organization, and it didn't include email addresses with the contacts. Plus, the service was quite expensive."

WageWorks tried using other vendors' rental lists, but could not retain the data for use in follow-up campaigns. Seeking a solution that would allow it to build a complete, accurate marketing database at a reasonable cost, WageWorks finally researched web-based data providers—and found Jigsaw.

"We tried Jigsaw Lists in conjunction with some other options," says Nichols. "The product, data, and customer service we receive from Jigsaw are far better than the competition. Currently, we are relying solely on Jigsaw Lists for our email direct response campaigns."

### Quality Lists and Attentive Service Lead to Successful Campaigns

To educate the market about its capabilities and positive customer experience, WageWorks typically targets specific companies with multi-touch campaigns. Nichols builds a preliminary list of prospect companies from the Hoovers database and then asks his Jigsaw sales representative to fill it with Jigsaw's contact data.

"Jigsaw has the most up-to-date contact data I've ever seen," says Nichols. "We normally only have a few emails bounce back per campaign. When we do find incorrect data, our sales rep doesn't make excuses—he promptly provides credits for those outdated contacts."

### High Response Rates Enable Campaigns to Pay for Themselves

Thanks in part to Jigsaw's contact data, WageWorks has maintained response rates well above industry averages. The company also tallies a high percentage of qualified leads from each campaign. The resulting deals have enabled WageWorks to earn a speedy payback on its investment in Jigsaw Lists.

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—Aaron Nichols, Senior Manager, Direct Response, WageWorks

“Normally, we would have to be satisfied with single-digit percentage response rates from an email list, but with Jigsaw Lists, we’ve been getting double-digit rates,” says Nichols. “Based on just a couple of the larger deals we’ve closed this year, we’ve already paid for the cost of running our campaigns. We do have a great marketing team, but we also give credit to Jigsaw Lists.”

Once WageWorks purchases a Jigsaw List, the contact data from the list remains in the company’s online account, where it can easily be retrieved for use in follow-up campaigns. The company also uses Jigsaw’s flexible searching capabilities to find specialized benefits-related contacts that help augment its lists and further increase response rates.

### Satisfied Customer Stops Searching for Data

Nichols says he frequently receives special offers from contact data providers who claim to have the specialized lists he craves. But because of his positive experience with Jigsaw so far, he seldom responds.

“I could spend days chasing down different list brokers and trying their products,” says Nichols. “But we have a great relationship with our Jigsaw representative and he turns around list requests very quickly. Jigsaw provides highly accurate contact lists at a very fair price. If I ever receive erroneous information, Jigsaw immediately makes it up to me. I’m getting exactly what I’m looking for, so why should I try anything else?”

### About WageWorks

Founded in 2000, WageWorks provides tax-advantaged health, wellness, child care, commuting, and education benefits. More than 100 of America’s Fortune 500 employers and millions of their benefits-eligible employees use WageWorks’ programs. As the cost of living continues to rise and more health care costs are pushed to employees, WageWorks seeks to eliminate barriers to benefit participation so working families can save money and improve their overall well-being. WageWorks is headquartered in San Mateo, California.

### About Jigsaw

Jigsaw is an online directory of business contact and company information, which is built, maintained, and accessed by its global community of more than 300,000 members. Jigsaw provides low-cost, easy access to high-value business information that can be used to identify key decision makers and people for purposes such as sales, marketing, customer service, and recruiting.

**For more information, visit [www.jigsaw.com](http://www.jigsaw.com)**



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