

# FMG Suite Demonstrates Value Across the Organization with Informatica Data as a Service



"With Informatica, we are able to show measurable results in downstream sales that demonstrate value."

- Tyler McConvill, VP of Marketing,  
FMG Suite

## Business Needs

- Improve overall health of the company's data
- Partner with an organization to assist in data hygiene that offers valuable industry perspectives
- Maintain security as a priority
- Demonstrate value across the organization

## Challenges

- Seek a data partner the company can trust
- Mature the company's data implementation as it grows
- Improve data hygiene

## Solution and Results

- Used Informatica Data as a Service to reduce the cost per lead
- Backchecked list providers to ensure email accuracy
- Improved data hygiene by increasing email deliverability
- Established a meaningful relationship with a vendor that FMG Suite can trust and expand with as the company grows

## Inside the Solution

- Informatica Data as a Service



FMG Suite is the industry's leading automated marketing platform for financial professionals. The company provides an all-in-one integrated suite of marketing tools built to help customers succeed. Using one streamlined platform, FMG Suite helps build online presence, nourish client relationships, and drive new business. For more information, visit [www.fmg-suite.com](http://www.fmg-suite.com).



Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.