



Accelerating Sales Pipelines with Targeted Edge by Ascential User Intelligence

INDUSTRY

Software Development

CLIENT OVERVIEW

A leading software development company specializing in data-driven solutions. Headquartered in Israel, the company generates \$100 million in revenue and has 200-500 employees.

OBJECTIVES

The client required a targeted database of Edge by Ascential users in the USA to enhance their outreach and sales initiatives. They focused on acquiring accurate and up-to-date contact details to improve engagement with potential customers.

CHALLENGES

- Limited Data Availability:** Finding a reliable source for Edge by Ascential users in the USA was a challenge.
- Data Accuracy Concerns:** Ensuring that the contact information was current and verified.
- Targeted Outreach Needs:** The client needed a highly specific dataset to align with their sales strategy.

SOLUTION

The client connected with us through prospecting via email. We provided a customized dataset tailored to their specifications, including:

- **Company and Contact Details:** Name, job title, email, phone number.
- **Firmographics:** Industry, revenue, and employee size.
- **Technology Stack Insights:** Identification of Edge by Ascential users.
- **Geographical Segmentation:** U.S.-based contacts for precise targeting.

RESULTS

1. Enhanced Lead Generation:

Access to a verified dataset streamlined their sales pipeline.

2. Improved Targeting:

The client could engage directly with Edge by Ascential users in the USA.

3. Efficient Sales Outreach:

Quality data reduced time spent on prospecting, leading to better conversions.

CLIENT FEEDBACK

"We are satisfied with the data provided. The accuracy and relevance of the information significantly improved our outreach efforts."