

Fueling Global Cloud Software Sales with Region-Specific Data Precision

INDUSTRY

Software Development

CLIENT OVERVIEW

A renowned software development company specializing in cloud-based solutions, it is headquartered in Bengaluru, Karnataka, India. The company has a revenue of \$50 million and a workforce of 200–500 employees.

OBJECTIVE

The client needed a targeted database of Cloud Management Software users across EMEA and APAC, including Australia and New Zealand, to refine their sales strategy. To boost their engagement with prospective clients, they concentrated on securing accurate industry segmentation, with contacts tailored to specific job titles.

THE CHALLENGES

- **Sector-Specific Requirements:** The client required data segmented by various industries for precise targeting.
- **Job Title Variability:** Ensuring access to decision-makers and key professionals within targeted organizations.
- **Regional Data Complexity:** Covering multiple regions while maintaining high data accuracy and compliance.

SOLUTION

- **The client connected with us through email prospecting, seeking a customized and verified dataset that includes:**
- **Company Details:** Business name, location, industry classification, revenue, and employee size.
- **Contact Information:** Names, job roles, direct emails, and phone numbers of key decision-makers.
- **Technology Insights:** Identification of companies using Cloud Management Software.
- **Geographical Segmentation:** Comprehensive coverage of users across EMEA, APAC, Australia, and New Zealand.

RESULT

Targeted Market Approach

The segmented dataset allowed the client to reach the right audience efficiently.

Enhanced Outreach Capabilities

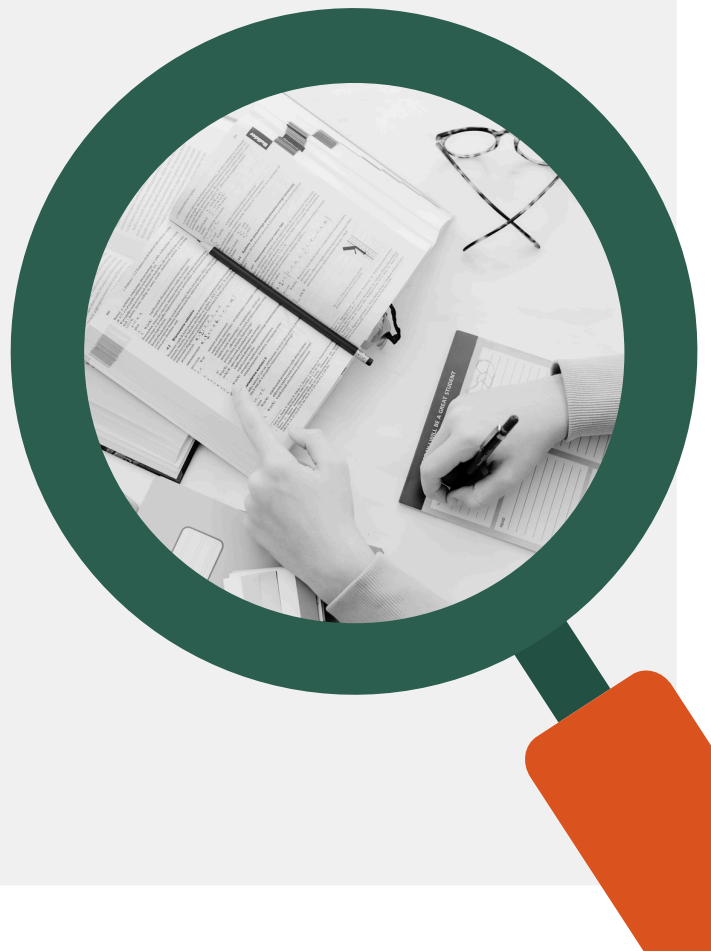
Accurate contact details improved communication with prospective customers.

Sales Growth Potential

The client used data-driven insights to improve their marketing and sales strategies.

CLIENT FEEDBACK

"We are delighted with the dataset. The precise segmentation and high-quality information provided exactly what we needed to improve our outreach and engagement efforts."



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