



## Industry: Project Management Software

### Client Overview:

AgileFlow Inc., headquartered in Austin, Texas, USA, is a leading project management software provider with \$180 million in revenue and 200–450 employees. The company focuses on delivering innovative solutions to streamline IT project workflows for fast-growing businesses.

### Solution:

- Provided continuously refreshed, high-accuracy data on IT decision-makers across startups and mid-sized enterprises.
- Deployed segmentation strategies to prioritize high-value leads for faster conversions.

### Results:

- Reduced lead acquisition time by 40%, ensuring agile market entry.
- Strengthened customer pipeline through direct access to verified tech buyers.

### Objective:

To acquire targeted leads for IT Project Managers and software procurement heads in U.S.-based tech startups and mid-market companies.

### Challenges:

- Competing in a crowded project management software marketplace.
- Addressing rapidly outdated contact information in the dynamic tech sector.

### Client Feedback:

*"The precision and timeliness of the data gave us a competitive advantage and allowed us to focus on genuine opportunities."*