

Unlocking Strategic Outreach for Enterprise Software Providers

Industry Software Development

Client Overview

A USA-based software development company specializing in enterprise solutions. With a revenue of \$10 million and a team of 11-50 employees, the company focuses on delivering cutting-edge software to streamline business operations.

Objective

The client required a targeted database of Project Management Software Users across the USA to refine their sales approach. Their main goal was to distinguish between public and private companies to achieve accurate market segmentation.

Challenges

1. Distinguishing Public vs. Private Companies: Ensuring accurate classification for better targeting.
2. Data Precision: Finding relevant companies actively using Project Management Software.
3. Industry-Specific Targeting: Reaching businesses across various sectors that rely on project management tools.



Solution

The client got in touch with us via email prospecting and received a customized, verified dataset that included:

- **Company Profiles:** Business name, classification (public/private), industry type, revenue, and employee count.
- **Technology Insights:** Identification of organizations using Project Management Software.
- **Key Contacts:** Decision-makers' names, job titles, direct email addresses, and phone numbers.
- **Geographical Segmentation:** Data exclusively focused on companies across the USA.



Results

- **Refined Market Segmentation:** Clear differentiation between public and private companies for precise targeting.
- **Enhanced Lead Generation:** Access to relevant decision-makers improved sales efficiency.
- **Better Sales Engagement:** Verified contact details helped the client establish meaningful connections.

Client Feedback

"The dataset provided was highly accurate and well-segmented, making it easier for us to target the right companies. The insights helped streamline our outreach efforts significantly."