



PRECISION TARGETING OF HIGH-INCOME CPAS AND W-2 EARNERS

INDUSTRY: Accounting

CLIENT OVERVIEW

A well-established accounting firm specializing in tax strategies and financial planning for high-net-worth individuals. The firm generates \$100 million in revenue and has 200-500 employees, providing expert financial solutions across various sectors.

OBJECTIVE

The client required a highly targeted list of Certified Public Accountants (CPAs) with annual earnings exceeding \$200,000 and high W-2 earners making over \$250,000. They aimed to connect with affluent professionals who could benefit from their specialized tax and accounting services.

CHALLENGES

Identifying High-Earning Professionals

Filtering CPAs and W-2 earners within the specified income brackets.

Data Accuracy & Verification

Ensuring the dataset included only verified, up-to-date financial professionals.

Niche Targeting

Accessing a specialized audience with precise income segmentation.



SOLUTION

The client discovered our services through email prospecting and received a customized dataset, including:

- **Certified Public Accountants earning over \$200,000 annually.**
- **High W-2 earners with incomes above \$250,000.**
- **Comprehensive contact information:** Names, job titles, business addresses, direct emails, and phone numbers.

RESULTS

Improved Outreach Precision

The curated dataset enabled the firm to engage directly with its target audience.

Enhanced Lead Quality

Verified and income-segmented records led to higher response rates.

Optimized Business Growth

Access to key financial professionals helped the firm expand its client base efficiently.



Client Feedback

"We were impressed with the accuracy and specificity of the data provided. The targeted approach helped us connect with high-earning professionals, significantly improving our outreach efforts."