

Transforming **Lead Generation Beyond LinkedIn** Sales Navigator

Discover how a mid-sized marketing agency replaced data limitations with verified intelligence and grew its pipeline by **2.5x in 90 days**.

CASE STUDY BY SPAN GLOBAL SERVICES

Industry: **Marketing Services** | Client: **Mid-Sized Agency** | Previous Tool: **LinkedIn Sales Navigator**

3x

Qualified Leads

Increase through precise ICP-driven targeting

<5%

Bounce Rate

Reduced following verified data delivery

40%

Productivity Gain

Elimination of manual verification

2.5x

Pipeline Growth

In just 90 days, multiple high-value deals closed

Strong Pipeline (our 1115 | growth)



About the Client & Core Problem

A mid-sized marketing agency where sales teams spent more time **cleaning data** than prospecting, engaging, or closing.

The Industry

Marketing services, where data quality directly determines campaign efficiency.

The Problem

LinkedIn Sales Navigator used as a primary data source, a role it wasn't designed to fill at scale.

The Result

Outdated contacts, missing emails, export restrictions, and a stalled pipeline.

The Challenge

Dependence on a single, export-limited platform created compounding problems across every stage of lead generation.



Data Accuracy Issues

Stale job titles, moved decision-makers, and unverified emails produced unusable records.



Scalability Constraints

Export caps and manual validation created a hard ceiling on outreach volume.



Productivity Drain

Sales teams cleaning data instead of prospecting, running calls, or closing deals.



High Bounce Rates

Bounce rates above 20% damaged sender reputation and suppressed all future campaigns.

"The problem was not their messaging or their market, it was the data underpinning everything."

— Span Global Services

Before vs. After: Verified Intelligence Replaces Data Limitations

| Business Problem | ❌ Before | ✅ After |
|-----------------------|--|---|
| Contact Data Accuracy | Outdated details, stale job titles | Verified emails and direct phone numbers per record |
| ICP Targeting | Broad, undifferentiated prospecting | Precise ICP criteria defined before sourcing |
| Email Bounce Rate | Above 20% | Reduced to under 5% |
| Campaign Scalability | Export restrictions, manual validation | CRM-integrated, automated at scale |
| Sales Productivity | Time lost to manual data work | 40% improvement, team focused on selling |
| Pipeline Growth | Slow-moving, low-quality data | 2.5x growth in 90 days |

Our Approach

Span Global Services modernized the agency's lead generation, moving to a **verified, ICP-driven, CRM-integrated** data framework built for scalable outbound execution.



ICP Analysis & Targeting

Structured analysis defining exact firmographic and behavioral criteria, replacing assumption-based prospecting.



Verified Data Delivery

Verified emails and direct phone numbers per contact, eliminating bounce-causing, outdated records.



Seamless CRM Integration

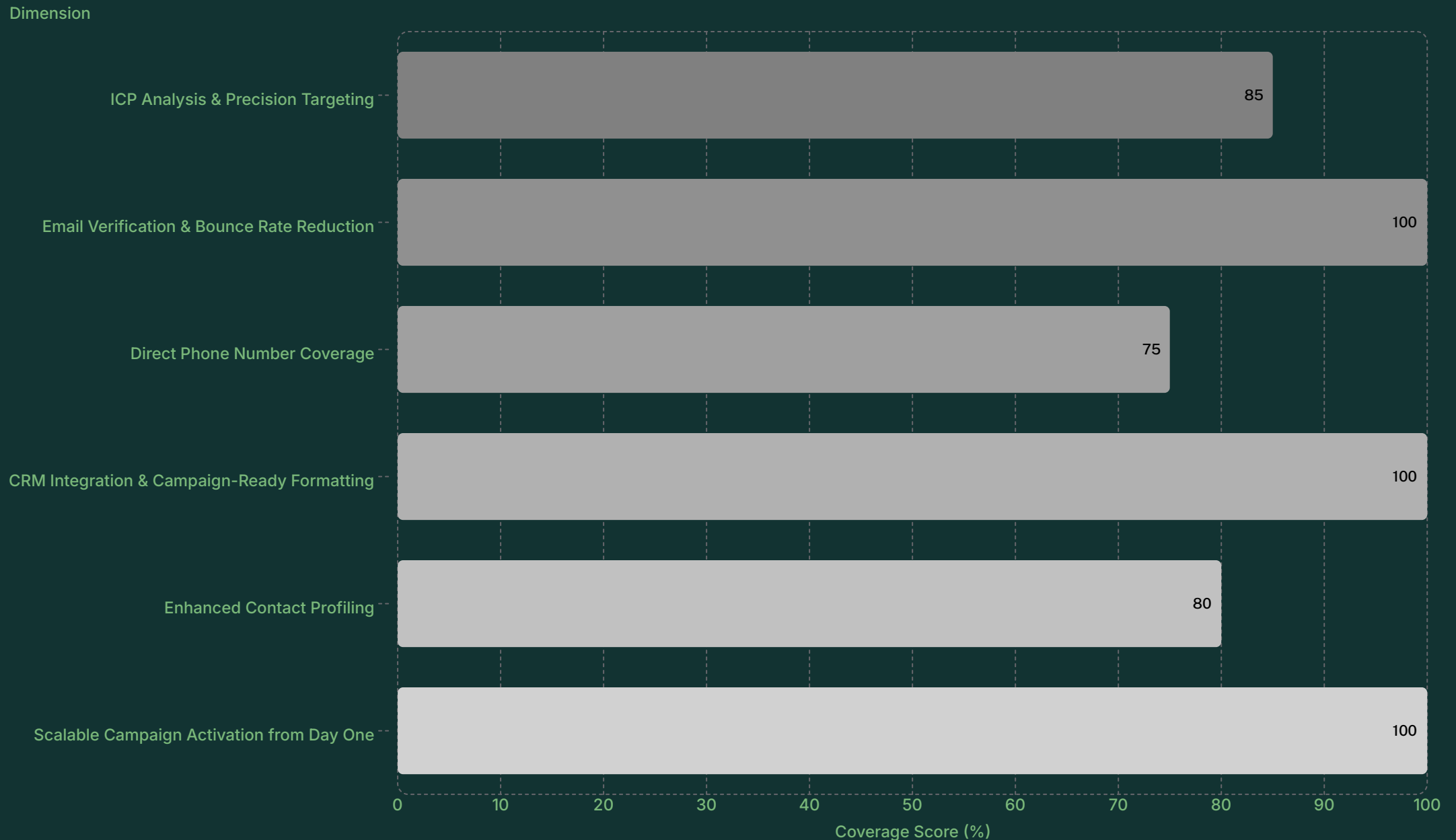
Data formatted for immediate CRM use: no cleansing or reformatting required before campaign activation.



Enhanced Contact Profiling

Enriched profiling enabling personalized, relevant outreach, replacing cold, generic introductions.

Data Quality Coverage Across All Delivery Dimensions



Span Global Services achieved full coverage on email verification, CRM integration, and campaign activation, all with strong scores across all other delivery dimensions.

The Transformation

The engagement reshaped the agency's entire lead generation philosophy, right from reactive and tool-dependent to **proactive and intelligence-led.**

LinkedIn Repositioned

Sales Navigator returned to its intended role, engagement and social selling. Span Global's verified data powers all outbound execution.

Teams Focused on Selling

Freed from manual data cleaning, the sales team redirected capacity to discovery calls, relationship development, and deal progression.

Personalized Outreach

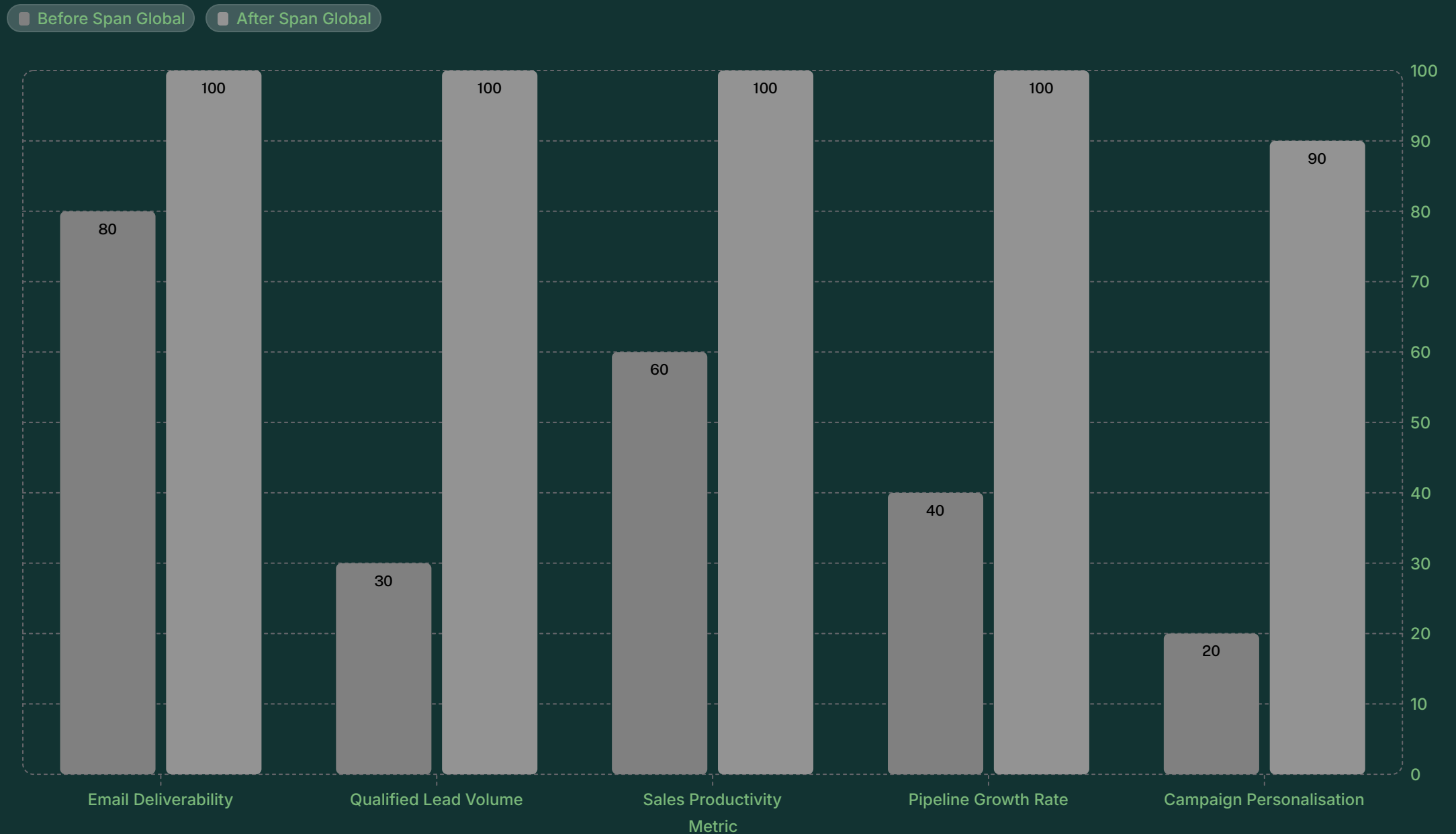
Enriched profiling enabled relevant conversations, strengthening engagement rates and compressing time from first contact to closed deal.

"The switch to verified, high-quality data completely transformed our pipeline. We're closing more deals in less time."

— Client, Mid-Sized Marketing Agency

Results

Within weeks, the agency saw measurable improvements across every key metric, from data quality, to deliverability, and lead volume, to pipeline growth.



3x

Qualified Leads

ICP-driven precision targeting

40%

Productivity Gain

Manual verification eliminated

2.5x

Pipeline Growth

Achieved in 90 days

Ready to Move Beyond Platform Limitations?

Span Global Services delivers **verified, ICP-matched B2B contact data** built for scalable outbound execution.

→ **ICP Analysis Is the Foundation**

Define targeting criteria first, every campaign dollar reaches a real prospect.

→ **Verified Data Protects Deliverability**

Bounce rates above 20% suppress all future campaigns. Under 5% restores performance.

→ **Right Data Compounds Over Time**

2.5x pipeline in 90 days is the starting point, results accelerate with every campaign cycle.

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Span Global Services · Precision B2B Data · Verified Lead Generation · ICP-Driven Outbound Intelligence