

Powering High-Impact M&A Intelligence for Fortune 1000 Leaders

Discover how a Custom Audience Framework equipped a top-tier market intelligence platform to reach the right M&A decision-makers.

INDUSTRY: M&A AND CORPORATE DEVELOPMENT

DATA STANDARD: ENTERPRISE-GRADE VALIDATION



Engagement at a Glance

100%

Net-New Records

Delivered post rigorous suppression checks, zero duplication guaranteed.

F1000

Exclusive Focus

M&A and Corporate Development teams at Fortune 1000 companies only.

Zero

Redundancy

No overlap with the client's existing contact datasets, guaranteed.

USA

Geography

U.S.-based Fortune 1000 corporations across all sectors.

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About the Client & The Challenge

About the Client

A top-tier market intelligence platform requiring highly accurate, net-new decision-maker data for targeted outreach to M&A and Corporate Development professionals at the largest U.S. corporations, all with zero tolerance for duplication or data quality gaps.

The Challenge

The client needed contact intelligence that was accurate, current, demonstrably free of overlap with existing datasets, mapped to approved role definitions, and validated to enterprise-grade email deliverability benchmarks. Precision was not a preference, in fact it was a baseline requirement.

"When targeting strategic functions like M&A, quality beats quantity, every single time. The client needed data engineered for relevance, not just assembled for volume."

— Span Global Services, M&A Intelligence Engagement Summary

Key Targeting Challenges

Seniority Targeting at Scale

Senior titles only, no dilution from adjacent or junior functions that would reduce campaign effectiveness.

Zero Redundancy Requirement

Every record had to pass suppression against the client's full contact universe. Even a single duplicate was unacceptable.

Strict Internal Validation Standards

Enterprise-grade compliance benchmarks for email validity, firmographic completeness, and role taxonomy alignment eliminated most standard data providers.

Speed to Market Intelligence

The dataset had to be fully validated, enriched, and campaign-ready upon delivery, no additional cleansing or internal processing required.

Challenge vs. Solution: Engineering Relevance at Every Layer

Data Requirement	Standard Market Approach	Span Global Approach
Role Targeting Precision	❑ Broad function-level titles with seniority gaps	✓ Custom role taxonomy mapped to M&A and Corp Dev only
Net-New Record Guarantee	❑ No suppression against client's existing data	✓ 100% net-new records post full suppression check
Email Validity	❑ No pre-delivery validation performed	✓ Pre-delivery validation to enterprise-grade benchmarks
Firmographic Enrichment	❑ Company data incomplete or inconsistent	✓ Full firmographic intelligence included per record
Campaign Readiness	❑ Additional cleansing required post-delivery	✓ Ready to deploy from day one, no preparation needed

What We Delivered: Five Strategic Pillars

Span Global Services designed a purpose-built data solution structured around five strategic delivery pillars, each directly addressing a specific requirement of the client's enterprise-grade targeting standard.



Custom Audience Framework

Bespoke targeting built exclusively around M&A and Corp Dev roles within Fortune 1000 companies.



Approved Role Taxonomy Mapping

Every contact mapped against the client's approved taxonomy, no assumptions or guesswork.



Full Suppression & Net-New Verification

Rigorous suppression against the client's complete database, zero overlap guaranteed.



Firmographic & Demographic Enrichment

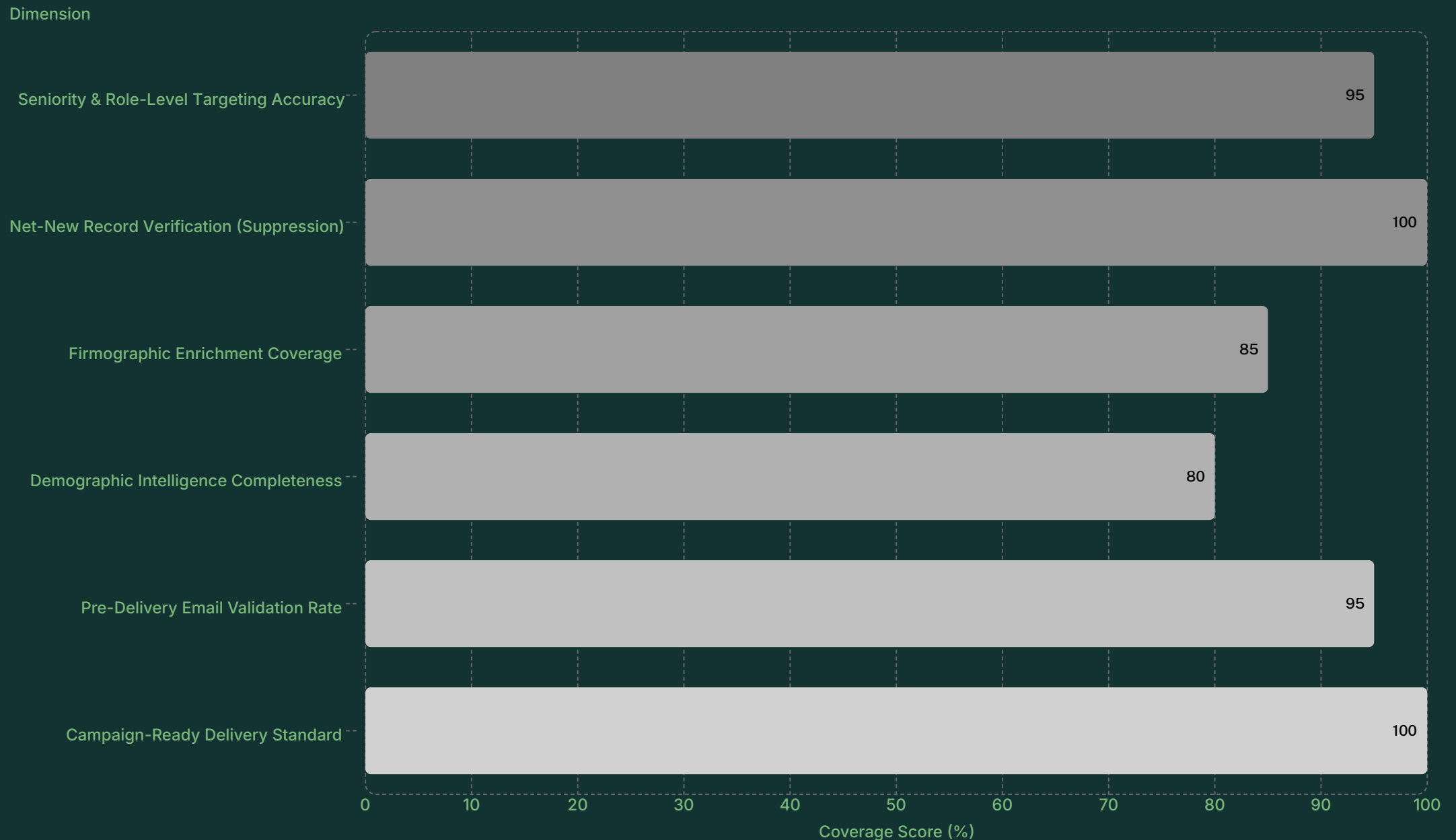
Company size, sector, revenue tier, and demographic data appended per contact for personalization at scale.



Pre-Delivery Email Validation

Enterprise-grade validation applied before delivery, eliminating bounce risk and inbox placement issues.

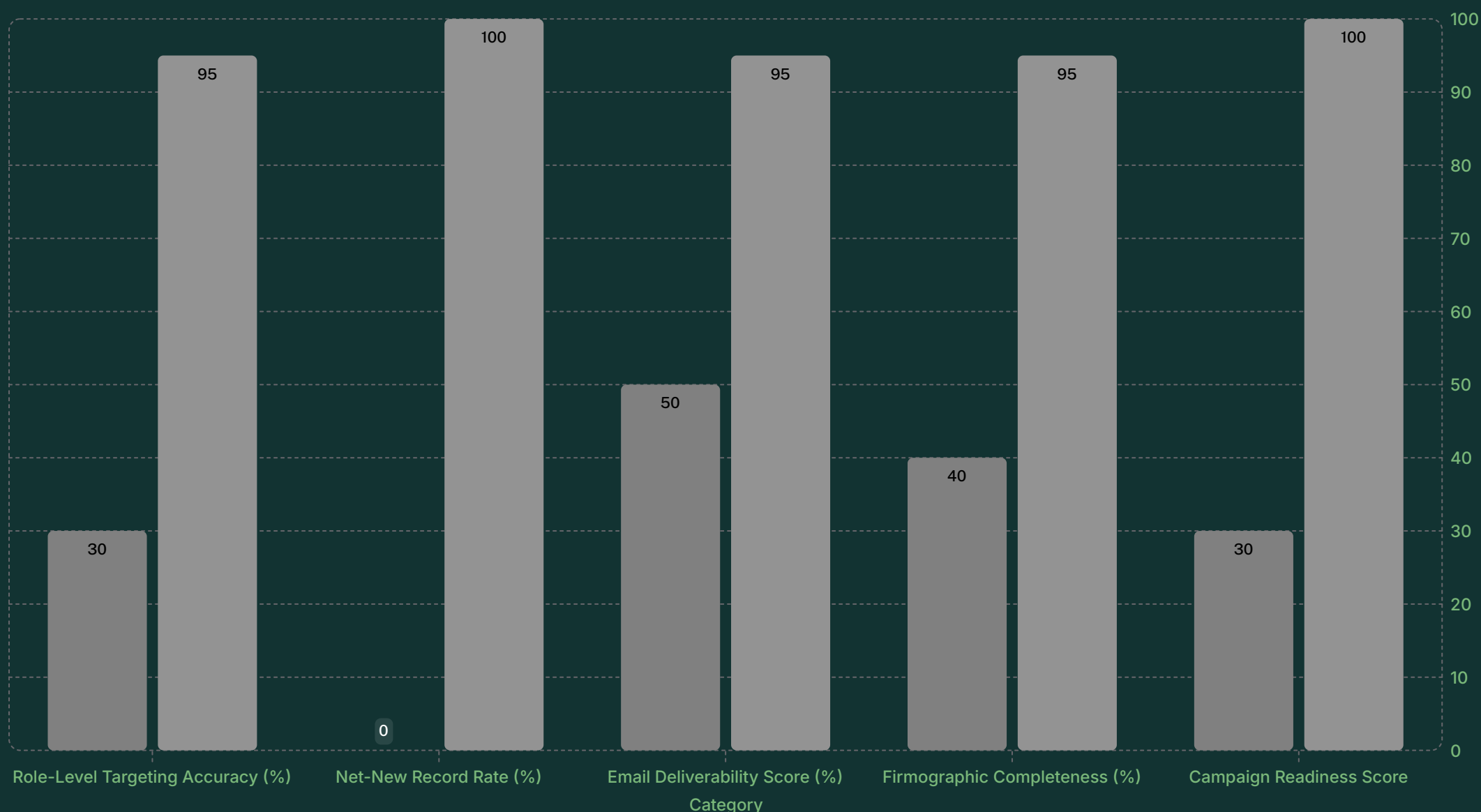
Intelligence Coverage Across All Delivery Dimensions



Span Global delivered near-perfect or perfect scores across all six targeting dimensions, with 100% achievement on net-new verification and campaign-ready delivery standards.

The Impact: Before vs. After

■ Before Span Global ■ After Span Global



Sharper Reach

High-intent M&A decision-makers engaged through role-precise targeting.

Lower Bounce Rates

Enterprise-grade pre-delivery email validation eliminated data cleanup costs.

Faster Go-to-Market

Fully validated, campaign-ready dataset enabled immediate launch from day one.

Key Takeaways

Quality Outperforms Volume

A smaller dataset of precisely matched, verified contacts consistently delivers stronger results than a high-volume list built without role-level rigor.

Pre-Delivery Validation Compresses Time to Revenue

Enterprise-grade email validation before handoff eliminates bounce delays, protects sender reputation, and turns data delivery directly into pipeline activity.



Custom Role Taxonomy Eliminates Guesswork

Mapping every record against an approved taxonomy ensures the dataset reflects the real decision-making landscape, not a broad approximation.

Suppression Is Non-Negotiable

For clients with established databases, every duplicate is wasted budget. Rigorous pre-delivery suppression guarantees every contact is a genuine addition.

Ready to Reach the Right M&A Decision-Makers?

Span Global Services builds verified, role-specific, enterprise-validated contact datasets tailored to your exact function, seniority, and geographic requirements, intelligence you can act on from day one.

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