

CASE STUDY 2021

SPAN GLOBAL SERVICES

How a Cloud Solutions Provider Scaled 3x Pipeline Using Verified AWS Technographic Intelligence

A 9-month engagement demonstrating how precision-targeted AWS user data from Span Global Services helped a cloud consultancy triple its qualified pipeline, reduce cost-per-lead by 58%, and generate \$2.4M in new ARR.

3x

Pipeline Growth

58%

Lower CPL

214%

ROI Delivered

9 Mos

Engagement

9-Month Engagement (Cloud Solutions / SaaS Deal) / North America | Span Global Services | spanglobal.com

EXECUTIVE SUMMARY

Key Results at a Glance

9-month technographic data and ABM engagement

312%

Pipeline Volume Growth

\$2.4M

New ARR Attributed

18,400

Verified AWS Decision-Maker Contacts

58%

Reduction in Cost-Per-Lead

214%

Return on Investment

94%

Data Accuracy Rate

41%

Email Open Rate Improvement

3.2x

Increase in Qualified Demos

About This Engagement

A fast-growing North American cloud consultancy specializing in AWS migrations and managed cloud services partnered with Span Global Services for a 9-month data-driven ABM engagement. Starting with a broad, low-precision outreach list, the program delivered transformational results by replacing generic contact databases with verified, technographic-filtered AWS user intelligence, which enabled the client's sales team to engage the right buyers at the right moment in their cloud adoption journey.

Quarterly Pipeline Growth (\$K)

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CLIENT PROFILE & CHALLENGE

The Starting Point

Understanding the client and their initial obstacles

Leading AWS Cloud Consultancy, North America
(Anonymous Cloud Solutions Provider)

Cloud / SaaS Industry | 200+ Employees Company Size | \$18M ARR Annual Revenue | 9 Months Engagement | North America Region

The Challenge

Shallow Prospect Intelligence

Outreach lists lacked technographic depth, with no visibility into which accounts were actively using AWS, their stack maturity, or cloud spend thresholds.

No Structured ABM Framework

Sales and marketing ran disconnected campaigns with no account tiering, ICP definition, or intent-signal integration.

High Bounce & Decay Rates

Outreach contact lists had a 34% hard bounce rate, wasting SDR capacity and degrading sender reputation across all outbound channels.

Elevated Cost-Per-Lead

Broad targeting without technographic filters drove CPL above \$310, which is more than 2x the industry benchmark for cloud services outbound.

Baseline Metrics Before Engagement

1,200

Monthly Qualified Leads

\$310

Cost Per Lead

34%

Bounce Rate

\$640K

Quarterly Pipeline

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THE TRANSFORMATION JOURNEY

Before vs. After

Measurable shifts across every key performance indicator

BEFORE Span Global Services

1,200 Monthly Qualified Leads

\$310 Cost Per Lead

34% List Bounce Rate

11% Email Open Rate

\$640K Quarterly Pipeline

→

AFTER Span Global Services

4,950 Monthly Qualified Leads

\$131 Cost Per Lead

4.1% List Bounce Rate

31% Email Open Rate

\$2.6M Quarterly Pipeline

Pipeline Growth Trajectory — Month-by-Month (\$K)

+312%

Lead Volume Growth

-58%

Cost-Per-Lead Reduction

+182%

Email Open Rate LTR

+306%

Pipeline Value Growth

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DATA STRATEGY & METHODOLOGY

The Span Global Approach

Four pillars that powered the pipeline transformation

01 Verified AWS Technographic Segmentation

Span Global's proprietary AWS Users List was filtered by cloud maturity tier, AWS service adoption (EC2, S3, Lambda, RDS), company size, and industry vertical, delivering 18,400 decision-maker contacts with verified technographic signals.

02 ICP Mapping & Account Tiering

Using AWS spend-based estimates and industry SIC codes, accounts were tiered into Tier 1 enterprise migration candidates, Tier 2 mid-market optimization targets, and Tier 3 SMB managed services prospects.

03 Multi-Channel Sequencing

Technographic data powered coordinated outreach across email, LinkedIn, and direct dial, all with persona-specific messaging for CTOs, Cloud Architects, DevOps leads, and IT Procurement managers.

04 Continuous Data Hygiene & Refresh

Span Global's 90-day data refresh cycle ensured contact accuracy stayed above 94% throughout the engagement, eliminating list decay and protecting sender domain reputation.

Account Segmentation Breakdown

Mid-Market AWS Accounts (\$20K-\$100K cloud spend)	44%
Enterprise AWS Accounts (>\$100K cloud spend)	38%
SMB AWS Accounts (<\$20K cloud spend)	18%

Data Accuracy vs. Bounce Rate Over 9 Months

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TECHNOGRAPHIC INTELLIGENCE ANALYSIS

Targeting Precision Gains

AWS segmentation performance improvements over 9 months

18,400

Verified AWS Contacts Delivered

94%

Data Accuracy Rate

112

Enterprise Accounts Engaged

3.2x

Demo Conversion Lift

AWS Service Segment Performance

AWS Service Segment	Contacts	Open Rate	Demo Rate	Avg. Deal Size
EC2 & Migration Candidates	5,800	34%	8.4%	\$142K
S3 & Storage Optimization	4,200	29%	6.1%	\$88K
Lambda / Serverless Adopters	3,800	38%	9.2%	\$165K
RDS & Data Infrastructure	2,900	31%	7.5%	\$118K
Multi-Service Enterprise Accounts	1,900	42%	11.8%	\$290K

Key Insight

Multi-service enterprise accounts (those running three or more AWS services simultaneously), delivered the highest demo rates (11.8%) and average deal values (\$290K). Span Global's technographic filtering made it possible to identify and prioritize this high-value segment from day one, rather than discovering it through trial and error mid-campaign.

Demo Rate by AWS Service Segment (%)

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CAMPAIGN PERFORMANCE

Top-Performing Outreach Sequences

Campaigns driving the most engagement, demos, and closed revenue

The following campaign sequences, (each powered by Span Global's verified AWS technographic data), consistently outperformed industry benchmarks across all engagement metrics:

Campaign	Contacts	Open Rate	Demos	Rank
AWS Migration Readiness Assessment Offer	4,200	42%	186	#1
Cloud Cost Optimization Audit for EC2 Users	3,800	38%	164	#2
Serverless Modernization Guide for Lambda Adopters	3,100	36%	142	#3
Multi-Cloud Governance Report for Enterprise Accounts	1,900	44%	128	#4
RDS Performance & Database Modernization Webinar	2,400	31%	96	#5

15,400

Total Contacts Reached

716

Total Demos Booked

38%

Average Open Rate

4.6%

Avg. Demo Booking Rate

Campaign Intelligence Note

Top-performing sequences shared one defining trait: hyper-relevant value propositions matched precisely to the recipient's specific AWS service footprint. Span Global's technographic segmentation made this level of personalization scalable, what would normally require manual research across thousands of accounts, was delivered as a ready-to-activate, pre-segmented contact universe.

Demos Booked by Campaign

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ROI & BUSINESS IMPACT

Return on Investment

Measurable business value delivered through technographic intelligence

Monthly Investment

\$12K

Data + ABM Services

Monthly Pipeline Return

\$290K

Attributed Pipeline Value

Return on Investment

214%

Proven ROI

-58%

Cost-Per-Lead Reduction (\$310 → \$131)

+312%

Qualified Lead Volume (1,200 → 4,950/mo)

+306%

Pipeline Growth (\$640K → \$2.6M/qtr)

11

Span Global Services changed how we think about prospecting. Before, we were casting a wide net and hoping for the best. With their AWS technographic data, we knew exactly which companies were using AWS, at what scale, and who the right people to talk to were. Our SDR team's productivity doubled, our email open rates nearly tripled, and we closed our two largest enterprise deals of the year from leads sourced through this program. The ROI speaks for itself.

Michael Torres
VP of Sales, Cloud Solutions Provider (Anonymous)

Monthly Pipeline Attribution Growth (\$K)

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READY TO SCALE YOUR PIPELINE?

SPAN GLOBAL SERVICES

Access the World's Most Accurate AWS Users List

This cloud consultancy's results are replicable. Span Global Services delivers verified, technographic-enriched contact data across 100+ technology platforms, giving your sales team the precision intelligence to reach buyers who are already using the tools you help them optimize.

Request a Free Sample Dataset →

15+

Years of Data Experience

94%

Data Accuracy Guarantee

75M+

Verified SDB Contacts

100+

Technology Segments

About Span Global Services

Span Global Services is a leading B2B data and marketing intelligence provider specializing in technographic segmentation, account-based marketing data, and verified contact lists across 100+ technology platforms, giving your sales team the precision intelligence to reach buyers who are already using the tools you help them optimize.

info@spanglobal.com | www.spanglobal.com
+1 (888) 530-1555 | B2B Data & Technographic Intelligence

Technographic data powered through our proprietary B2B data and marketing intelligence provider specializing in technographic segmentation, account-based marketing data, and verified contact lists across 100+ technology platforms, giving your sales team the precision intelligence to reach buyers who are already using the tools you help them optimize. | Span Global Services | Storage, SDB, Data, & CRM Intelligence | 2022

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