



CASE STUDY - SPAN GLOBAL SERVICES

Building a Precision B2B Decision-Maker Database

How ICP-Driven Segmentation and Verified Intelligence Delivered
3,000 Precision-Targeted B2B Contacts Across Healthcare, Finance,
Credit Repair & Insurance Markets



Engagement at a Glance

3,000+

B2B Contacts Delivered

Precision-targeted across four industry sectors

1,339

Companies Identified

Across both revenue segments

11

Decision-Maker Roles

Mapped across all four sectors

4

Target Industries

Healthcare, Finance, Credit Repair & Insurance

Geography: USA · Approach: ICP Analysis · Revenue Segmentation · Verified Data Delivery · Technology Focus: Claims, Billing, Customer Operations, Marketing & Direct Communications Platforms

The Challenge

In healthcare, financial services, and insurance, generic contact lists fail to surface the individuals who actually own technology decisions, leaving outreach broad, inefficient, and unable to generate qualified pipeline.

Identifying the Right Decision-Makers

Technology decisions are owned by Claims Managers, Billing Directors, and Customer Operations Heads. These are roles that generic databases miss or surface too junior.

Revenue-Based Segmentation

\$50M–\$250M and \$20M–\$50M organisations require different outreach strategies, messaging, and sales cycle expectations.

Campaign-Ready Data at Scale

The client needed a fully verified, enriched, and formatted dataset ready for immediate ABM activation with no additional cleansing required.

Challenge vs. Solution: Before & After

Data Requirement	Before	After
Decision-Maker Identification	Generic titles, no role filtering	11 specific roles mapped across 4 sectors
Revenue Segmentation	No revenue-based criteria defined	Two segments: \$50M–\$250M and \$20M–\$50M
Verified Contact Data	Unverified contacts with accuracy gaps	3,000 verified decision-maker contacts
Sector Intelligence	Generic data, no sector context	Healthcare, Finance, Credit Repair & Insurance profiled
Campaign Readiness	Data requiring further cleansing	Fully formatted, campaign-ready from day one

What We Delivered

Priority Segment 1: \$50M–\$250M

679 companies with 1,516 verified decision-maker contacts targeting mid-to-large organizations with active technology investment.

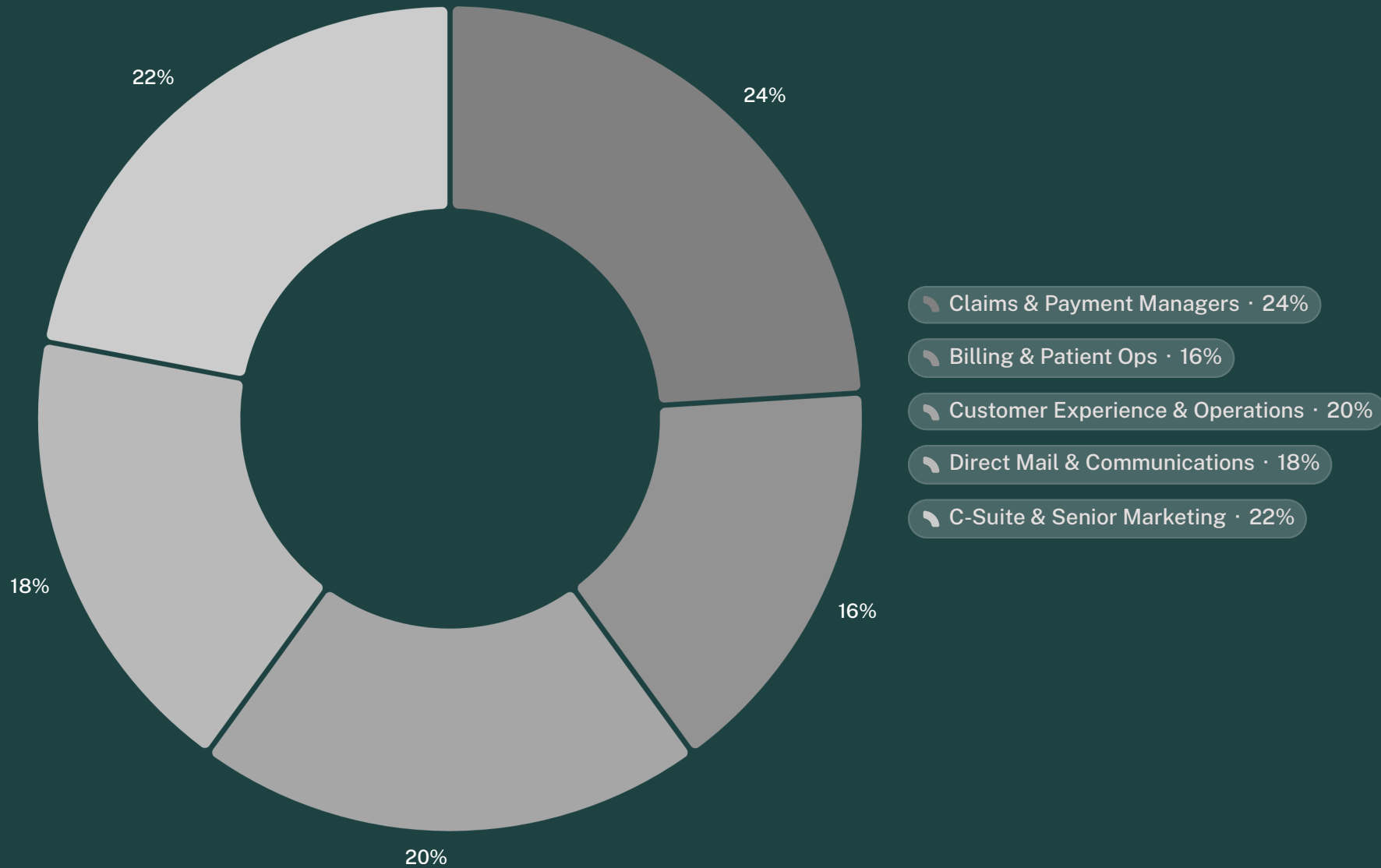
Priority Segment 2: \$20M–\$50M

660 companies with 1,484 verified contacts targeting growth-stage organizations with strong technology adoption need.

Decision-Maker Role Coverage

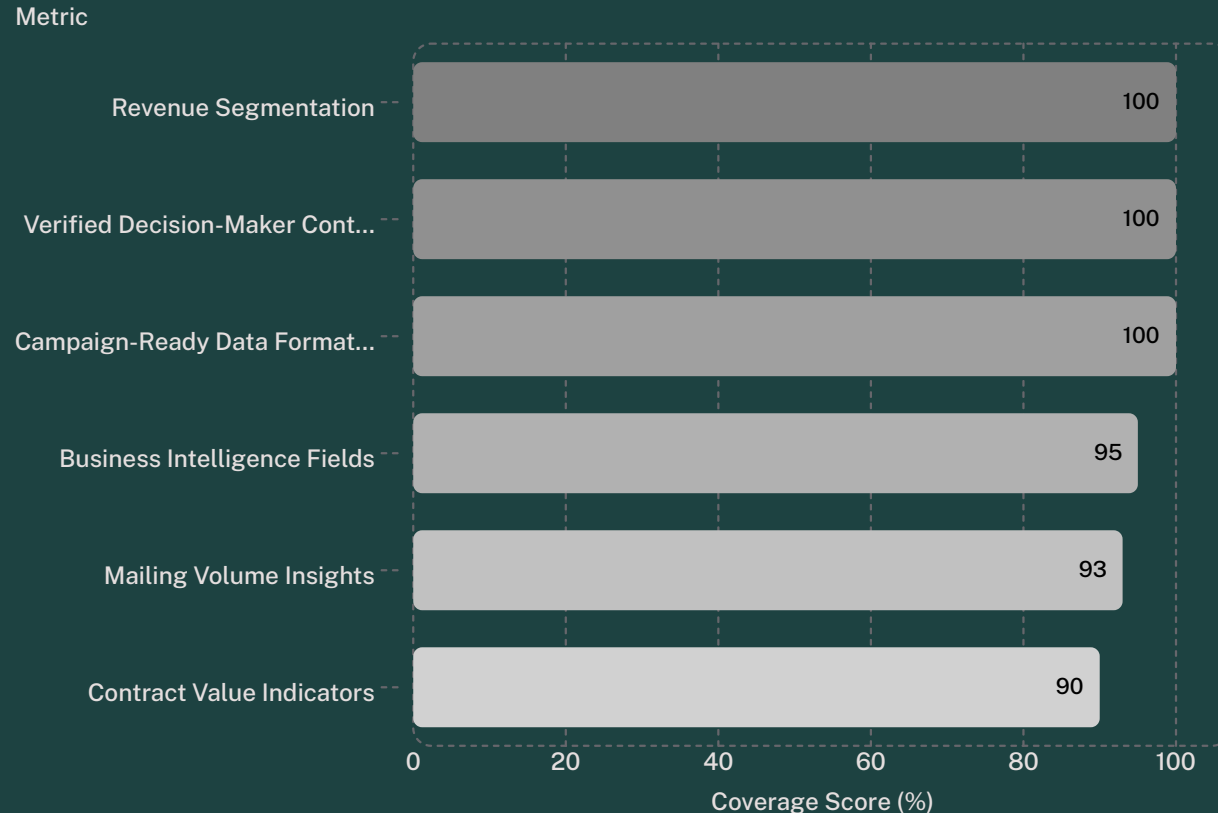
11 roles mapped: Claims Managers, Billing Managers, CMOs, CEOs, Customer Experience Leaders, Direct Mail & Communications Managers, and more.

Segment Coverage & Decision-Maker Data



Decision-Maker Role Distribution

Intelligence Delivery Coverage



Near-Perfect Coverage

Campaign-Ready Formatting: 100% ·
Verified Contact Delivery: 100% · Revenue
Segmentation: 100% · Mailing Volume
Insights: 93% · Business Intelligence Fields:
95% · Contract Value Indicators: 90%

Business Impact & Key Takeaways

→ Precision Outreach at Scale

3,000 verified contacts across 1,339 companies replaced broad prospecting with a focused, intelligence-led approach reaching exactly the right decision-makers.

→ Improved Campaign Targeting

Revenue segmentation, role mapping, and mailing volume intelligence enabled personalised messaging, driving higher relevance and better conversion rates.

→ Verified Data Compresses Time to Pipeline

A fully campaign-ready dataset eliminated manual cleansing overhead, turning data delivery directly into campaign launch and pipeline growth.

→ Smaller, Relevant Audience Outperforms Volume

Concentrating outreach on accounts with genuine relevance produced higher-quality pipeline at a lower cost per qualified opportunity.

"The right data helps sales teams reach the right executives, improve campaign targeting, reduce prospecting time, and increase outreach efficiency. This engagement delivered exactly that, and every metric confirmed it." -Span Global Services

Ready to Build Your Own Precision Database?

Span Global Services builds verified, ICP-matched, revenue-segmented contact databases for healthcare, financial services, insurance, and technology markets. Whether you need 3,000 contacts or 30,000, all delivered verified, enriched, and campaign-ready from day one.



ICP-Driven Segmentation

Precision targeting matched to your ideal customer profile and revenue bands.



Verified Intelligence

Every contact verified, enriched with business intelligence, and campaign-ready.



Immediate ABM Activation

No cleansing or preparation required. Activate outreach from day one.

[Learn More About Our Data](#)

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