



# From Dormant Data to \$349k in Revenue

How Span Global Services awakened a 4-year-old lead database for a mid-sized marketing agency, turning a data graveyard into a revenue engine in just 7 months.



## The Challenge

# A Database Collecting Dust

### The Starting Point

A mid-sized marketing agency (50–250 employees) held a massive database of leads inactive for **4+ years**, creating storage bloat and missed revenue opportunities.

### The Pain Points

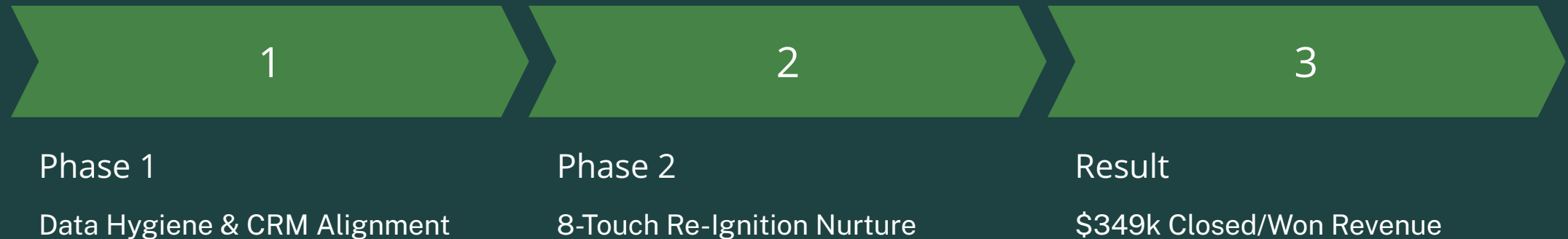
- Sales team refused to work leads due to bad data quality
- High bounce rates threatened email deliverability
- No visibility into which accounts were actually in-market

⚠ B2B data decays at a rate of **22%–30% per year**, meaning a 4-year-old list is largely unusable without intervention.

The Solution

# The "Cleanse & Engage" Methodology

Span Global Services implemented a two-phased approach: first rebuilding the data foundation, then launching a precision nurture program to re-engage prospects.



## Phase 1

# Data Hygiene & CRM Alignment

### Data Appending & Cleansing

Scrubbed the dormant list to remove hard bounces and updated contact information including job titles and emails to reflect current realities.

### Salesforce Mapping

Mapped isolated prospects to the correct Accounts in Salesforce, shifting from lead generation to a full **Account-Based Marketing (ABM)** view.

### Segmentation

Used Pardot **Dynamic Lists** to segment the clean audience by industry and job function, ensuring message relevance from the first touch.

# The 8-Touch "Re-Ignition" Nurture

Built in **Pardot Engagement Studio**, the strategy was designed to rebuild trust, and not push for a hard sale. The guiding principle: "**Help, Don't Sell.**"



Phase 2 — Continued

# Touches 5 Through 8

01

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## Day 18: Social Proof

Case study email: "How [Peer] achieved X results." This builds credibility through evidence.

03

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## Day 32: Direct Pivot

The meeting ask: "Based on your interest, I'd love to share how we can help."

02

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## Day 25: Soft Offer

Interactive content: Webinar invite or a "Health Check" calculator link.

04

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## Day 40: Break-up or Recycle

Negative option: "I'll take you off the list." This often triggers a response.

The Secret Sauce

# Salesforce–Pardot Alignment

By mapping prospects to *Accounts* *before* any outreach, the Sales team had full Account history context the moment a prospect engaged, which drove higher backend conversion rates.

- ① 100% of active leads were mapped to Accounts in Salesforce, giving sales reps the full picture on every conversation.

Key Results (7 Months)

# Transformative Outcomes

**\$349K**

Closed/Won Revenue

Generated from a previously dormant list in just 7 months

**\$520K**

Influenced Pipeline

Total pipeline value attributed to the re-ignition program

**100%**

Data Quality

All active leads mapped to correct Accounts in Salesforce

**7mo**

Time to Results

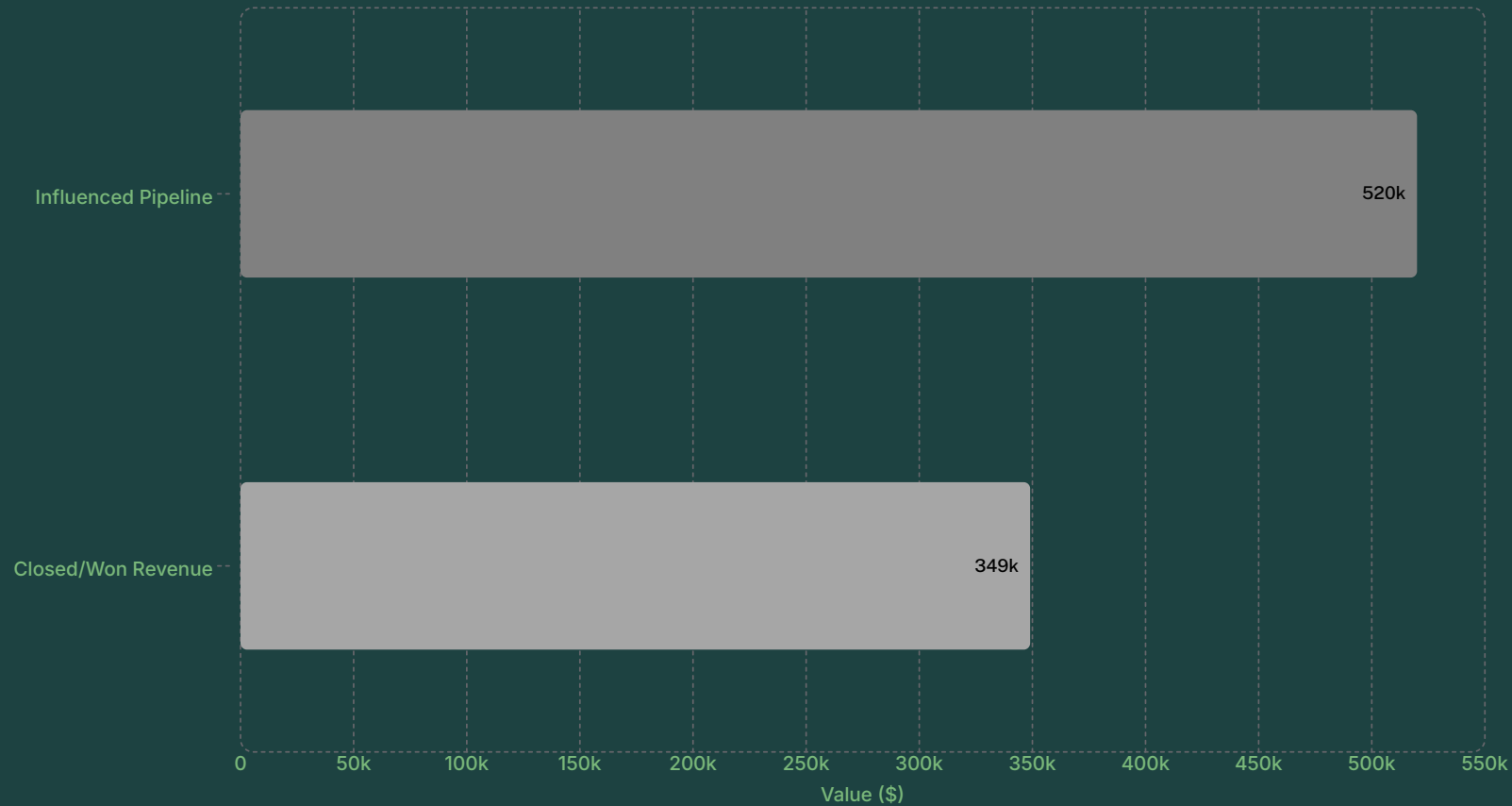
From data graveyard to closed revenue in under a year

Results at a Glance

# Pipeline vs. Revenue



Metric



In 7 months, the "Cleanse & Engage" methodology converted a 4-year-old dormant database into **\$349,000 in closed revenue** and **\$520,000 in influenced pipeline**, proving that the most valuable leads may already be in your CRM.

# Why Span Global Services?

We don't just provide data; we provide the **architecture for revenue**. By bridging the gap between raw data and CRM execution, we help agencies unlock value from assets they already own but aren't utilizing.

## Data Expertise

Deep cleansing and appending to make dormant lists actionable

## CRM Execution

Salesforce & Pardot alignment for full-funnel visibility

## Revenue Architecture

Strategic nurture programs built to convert, not just engage

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