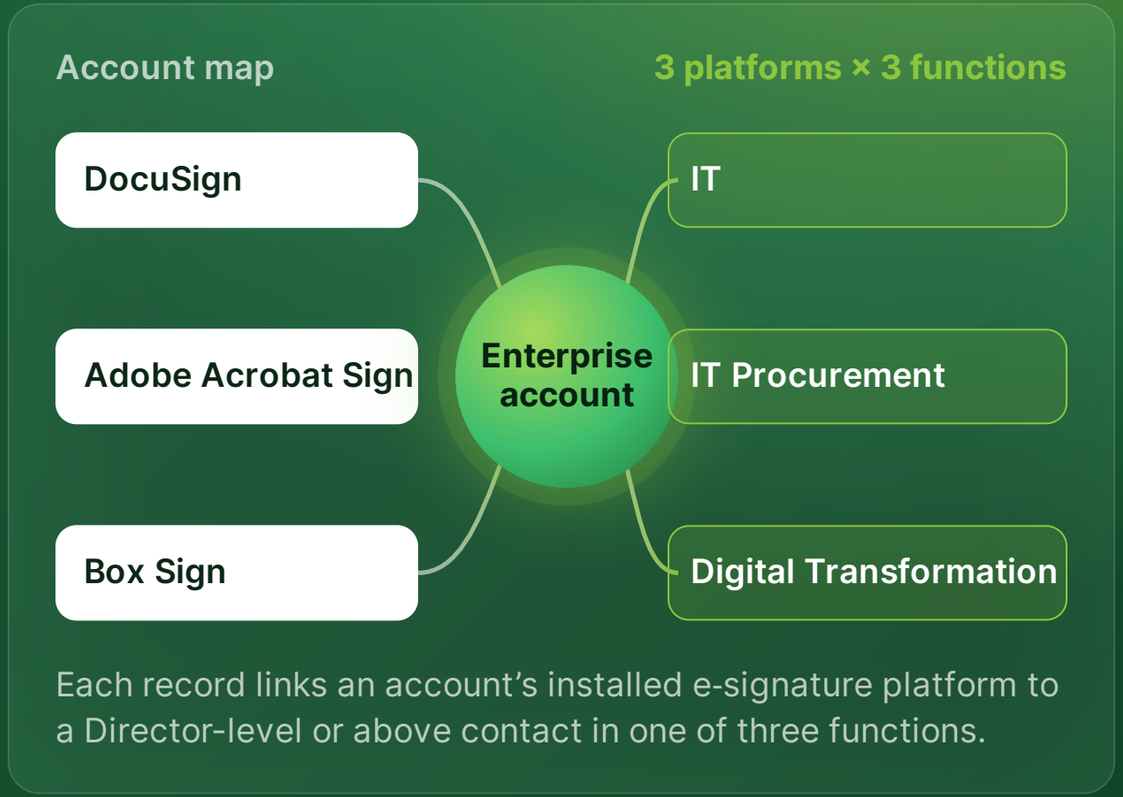
SPAN
GLOBAL SERVICES
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CASE STUDY · NORTH AMERICA

Reaching the senior buyers behind North America's e-signature platforms

A contact database of enterprise organizations running DocuSign, Adobe Acrobat Sign and Box Sign, built around the Director+ leaders in IT, procurement and digital transformation.

Platform → Function → Seniority → Value → Renewal



Each record links an account's installed e-signature platform to a Director-level or above contact in one of three functions.

3
e-signature platforms targeted

~27K
records across three phases of about 9,000 each

Director+
seniority for every contact

$50K+
estimated contract value per account

Five filters narrow the market to the accounts and people that matter

The objective was a contact database of enterprise e-signature users across North America, focused on the senior decision makers responsible for IT, procurement and digital transformation.

TARGETING SEQUENCE

1. Enterprise organizations across North America
2. Running DocuSign, Adobe Acrobat Sign or Box Sign
3. IT, IT Procurement or Digital Transformation
4. Director level and above
5. $50,000+ estimated contract value

Bars show the order filters are applied, not audience volume.

AUDIENCE SEGMENTS

	IT	IT Procurement	Digital Transformation
DocuSign	D+	D+	D+
Adobe Acrobat Sign	D+	D+	D+
Box Sign	D+	D+	D+

9 audience segments. Each pairs one platform with one function at Director level and above (D+), ready for messaging that names the tool and the role.

02 · THE DATA

Fifteen data points per record, two of them built for timing

Every record carries company and contact detail, with LinkedIn profile URLs where available. Two value-added fields tell sales where the money is and when the contract comes up.



Company	8
Contact	5
Value-added	2

Company

- Technology installed
- Company name
- Business address
- Company revenue
- Employee size
- Industry
- SIC code
- Website URL

Contact

- Contact name
- Job title
- Email address
- Direct or mobile number
- LinkedIn profile URL

Value-added

- Estimated contract value
- Estimated renewal date

SAMPLE RECORD LAYOUT

Technology	**DocuSign**
Job title	**VP, IT Procurement**
Function	**IT Procurement**
Region	**North America**
Est. value	**$50,000+**
Est. renewal	**MM/YYYY**

Illustrative layout, not a client record.

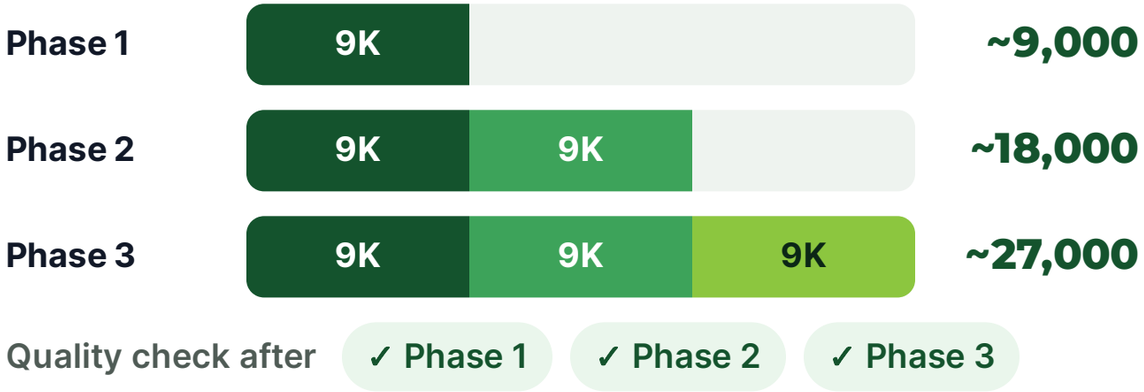
TAKEAWAY Contract value shows sales which accounts to prioritize, and the renewal month shows when to start the conversation.

03 · DELIVERY AND OUTCOME

About 27,000 records, delivered in three checked phases

Phased delivery gives the client structured drops and a quality check at each stage, so feedback from one phase shapes the next.

CUMULATIVE RECORDS DELIVERED (APPROX.)



EXPECTED OUTCOME

Spot high-value accounts
Rank accounts by estimated contract value ($50K+).

Reach senior decision makers
Director+ in IT, procurement, digital transformation.

Time every approach
Plan outreach around each estimated renewal month.

SPAN GLOBAL SERVICES
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