

Precision Targeting of **Verified Genesys Decision-Makers** Across Global Markets

How Technology-Install Verified Data from **Span Global Services** Delivered High-Conversion B2B Outreach at Scale

Span Global Services | www.spanglobalservices.com

CASE STUDY

6

Global Target Regions

90-Day

Email Validation Window

>3

Data Points Per Record

100%

Technology-Install Verified



Overview

In an era where marketing success hinges on data quality over quantity, a leading CX-focused organization partnered with Span Global Services to build a precision-engineered database of verified Genesys users and decision-makers spanning six major global regions, built for immediate campaign execution and high-conversion outreach.

About Client

A CX-focused organization specializing in contact center modernization and customer experience transformation, operating across competitive global markets.

B2B TECHNOLOGY

CX & CONTACT CENTER

The Goal

Not volume, but precision. Rather than casting a wide net with generic IT lists, the client sought surgical precision at scale: connecting with platform administrators and senior IT decision-makers actively working within organizations that had deployed Genesys.

- LATAM, North America, Europe
- Middle East, Japan, Caribbean
- CX Transformation & B2B Outreach

The Challenge: Volume Without Value

The market was saturated with generic IT contact lists offering quantity but not relevance. The client needed contacts who were not just in the right job role, but actively working within organizations that had deployed the Genesys platform.

Identifying Active Deployments

Standard firmographic data could not confirm which organizations were actively using Genesys, making confident targeting impossible.

Reaching Decision-Makers

The client needed platform administrators and senior IT decision-makers with real purchasing authority, not generic titles from unverified directories.

Navigating Regional Complexity

Six distinct global markets brought significant variation in how decision-maker roles are titled and structured, creating a serious barrier to accurate audience mapping.

"An inaccurate or outdated database would mean wasted campaign spend and missed revenue opportunities in highly competitive markets. We needed data we could act on — not data we had to verify ourselves before using."

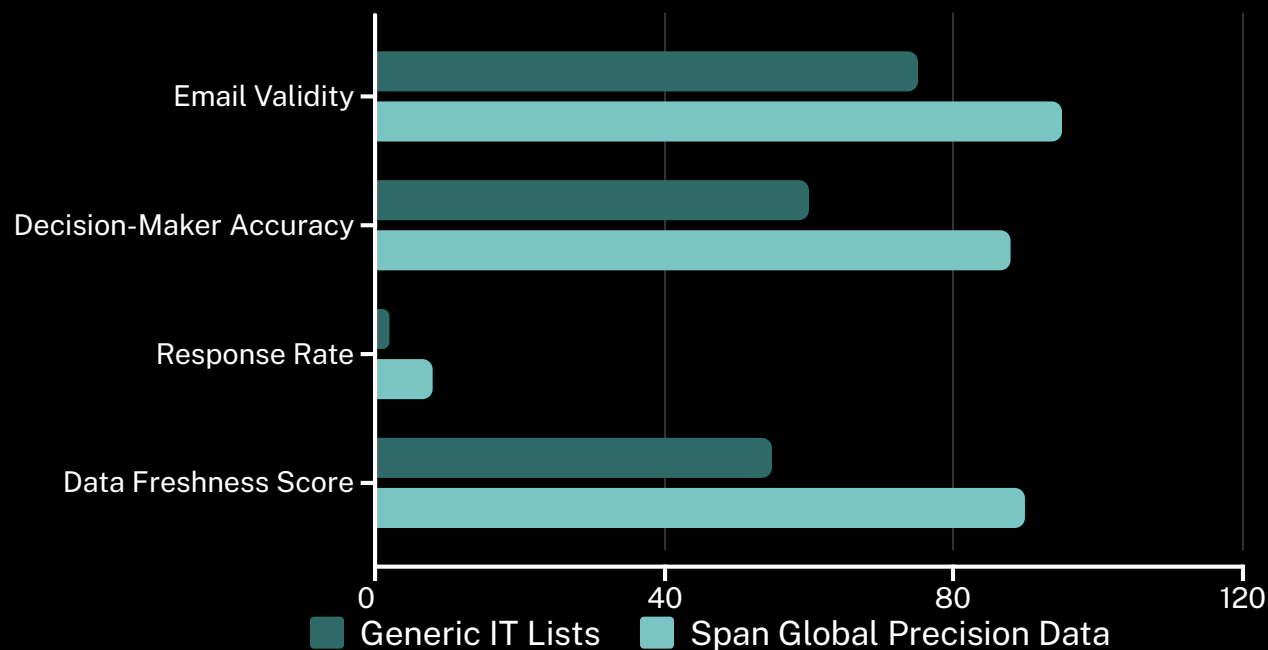
— CX-Focused B2B Organization, Client Brief

Generic IT Lists vs. Precision-Verified Data

The difference between generic contact lists and Span Global's precision-verified records is measurable across every key performance dimension.

Key Differentiators

Technology Verification	Active install signal confirmed
Email Validation	Within 90-day window pre-delivery
Decision-Maker Accuracy	88%+ vs. 60-65%
Data Structure	Country-wise, regionally organized
Contact Points	Email + Phone + LinkedIn
Campaign Readiness	Ready from day one



The Span Global Services Solution

Span Global Services designed and delivered a multi-layered data solution built specifically around the client's targeting requirements, addressing each distinct challenge in reaching verified Genesys decision-makers at scale.



1. Technology-Install Signal Verification

Leveraged verified technology-install signals to confirm active Genesys deployments — eliminating legacy/deprecated versions and ensuring relevance at the point of outreach.



2. Global Job Title Standardization

Standardized job titles across LATAM, North America, Europe, Middle East, Japan, and the Caribbean — enabling accurate audience mapping regardless of regional naming conventions.



3. Country-Wise Structured Delivery

Database organized by country and region, allowing the marketing team to execute localized campaigns and prioritize outreach by market opportunity.

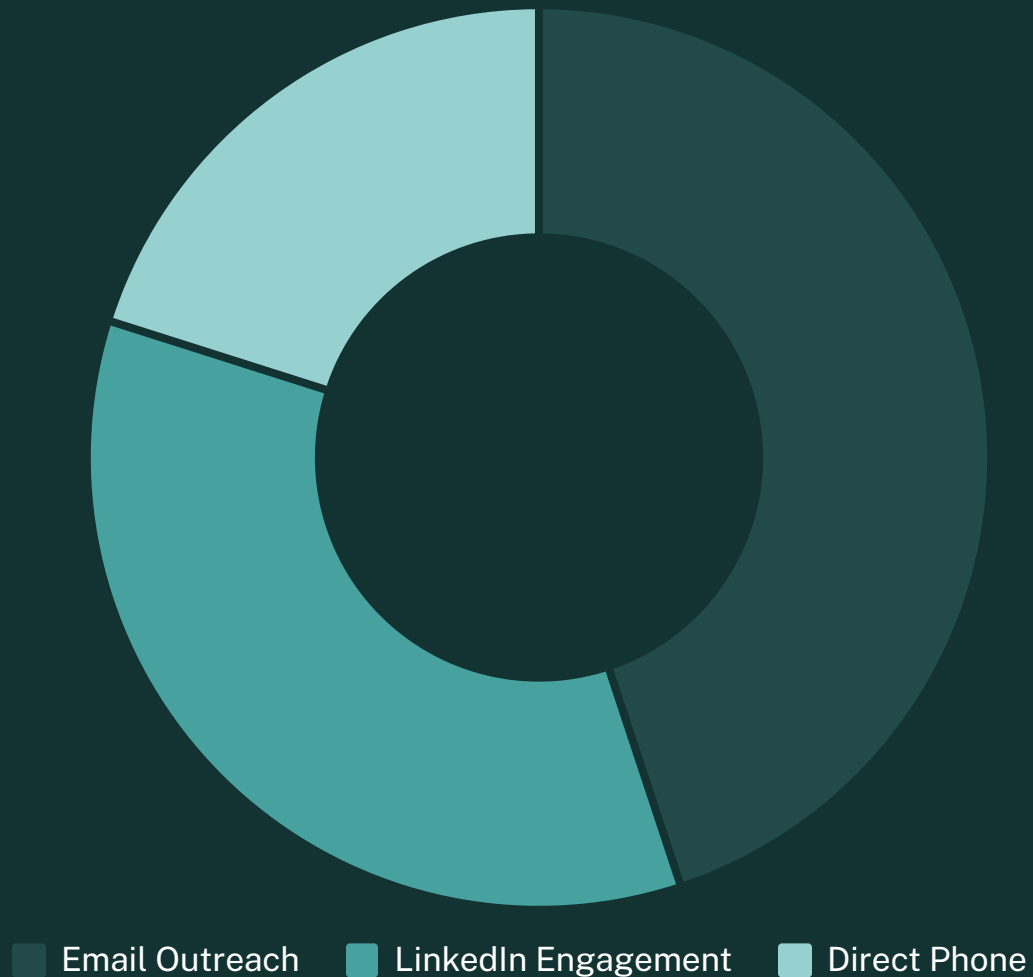


4. 90-Day Email Validation

Every email validated within a 90-day window prior to delivery via SMTP handshake and domain-level checks — suppressing invalid addresses before delivery, not after bouncing.

Outreach Coverage by Contact Channel

The verified database enabled multi-channel outreach across email, LinkedIn, and direct phone, each channel optimized for different stages of the decision-maker engagement journey.



Multi-Channel Strategy

Each contact record included three verified data points: email, phone, and LinkedIn, all enabling coordinated, multi-touch outreach sequences tailored to each region's engagement preferences.

→ Email (45%)

Primary channel; 90-day validated for deliverability

→ LinkedIn (35%)

Social selling and warm engagement layer

→ Phone (20%)

Direct access to senior decision-makers

Engagement in Action: Multi-Regional Campaign Execution

The client's previous efforts using generic IT lists had produced inconsistent results across regions. Span Global's solution addressed three core campaign challenges simultaneously.

Targeting Challenge → Solution

Generic IT databases lacked technology-install signals to confirm active Genesys usage. **Delivered a technology-install verified database of active Genesys users across all six target regions.**

Regional Challenge → Solution

Six geographies with different job title conventions made consistent identification nearly impossible. **Applied cross-regional job title standardization for consistent decision-maker identification.**

Data Quality Challenge → Solution

Outdated records led to high bounce rates and campaign delays. **Delivered all email addresses validated within a 90-day window and campaign-ready on arrival.**

Results: A Strategic Asset, Not Just a List

6

Global Regions

Covered with localized precision

3

Verified Data Points

Per record: Email, Phone, LinkedIn

90-Day

Email Validation

Pre-delivery validation window

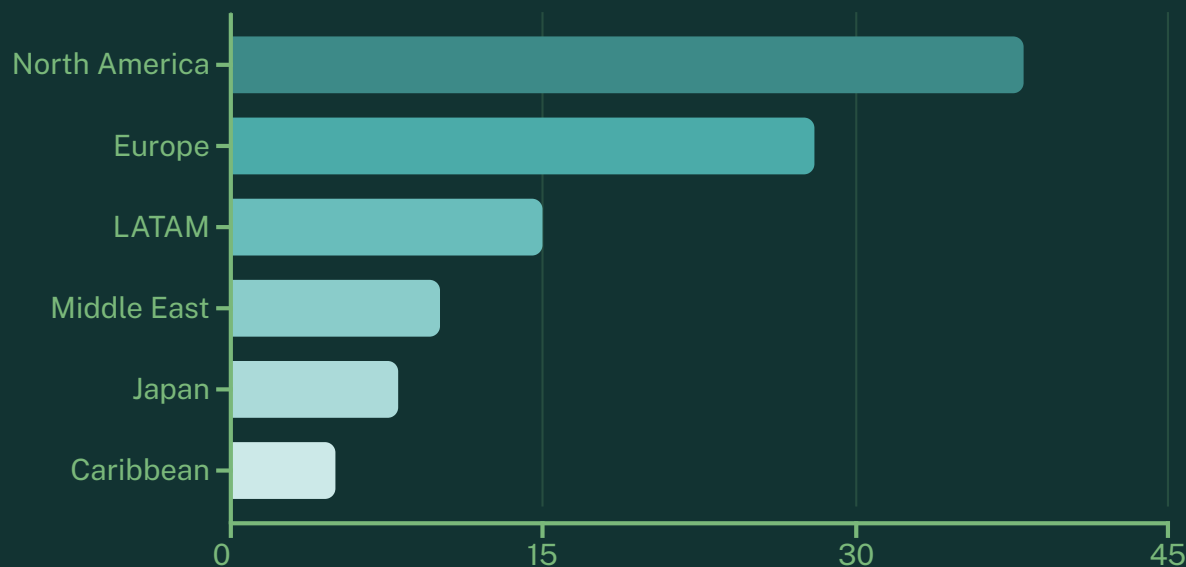
100%

Install Verified

Active install signal on every record

"Span Global's Genesys database gave us exactly what we needed was verified contacts we could act on immediately, organized by region, and validated before we launched a single campaign. It changed the way we think about data procurement."

— Director of Demand Generation, CX-Focused Technology Organization



Regional Distribution

North America leads with 38% of verified contacts, followed by Europe at 28%. Emerging markets including LATAM, Middle East, Japan, and the Caribbean collectively represent 38%, which demonstrates true global coverage with localized precision across all six target regions.



5 Reasons Precision Outperforms Volume in B2B Data Strategy

1 Technology-Install Verification Removes Guesswork

Knowing a contact's organization actively uses Genesys transforms outreach from cold prospecting into warm, relevant engagement — dramatically improving response rates.

2 Role-Level Precision Reaches the Right Buyer

Platform administrators and senior IT decision-makers with purchasing authority are fundamentally different from general IT contacts. Accuracy at the role level is non-negotiable.

3 Regional Standardization Enables Global Scale

Consistent job title mapping across six geographies allows a single campaign framework to execute effectively across vastly different regional markets.

4 Pre-Validated Data Protects Sender Reputation

Email addresses validated within a 90-day window arrive campaign-ready, eliminating bounce-driven damage to deliverability before the first message is sent.

5 Structured Segmentation Accelerates Execution

Country-wise data organization means marketing teams can launch, prioritize, and optimize by market without additional cleansing, sorting, or setup time.

Ready to Target Your Ideal Genesys Audience?

Span Global Services specializes in building verified, technology-specific contact databases tailored to your exact market, role, and regional requirements — data you can act on immediately.



Get Started Today

Request a Sample Database · Discuss Your Campaign · Visit spanglobalservices.com

✉ info@spanglobalservices.com

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✔ Verified Users Email Database

Whether you're targeting Genesys users, Salesforce administrators, or any technology-installed audience, Span Global delivers precision data across 6 global regions with 100% install-signal verification.