SPAN
GLOBAL SERVICES
GLOBAL GROWTH PARTNER

CASE STUDY · GLOBAL, US-ORIGIN FOCUS

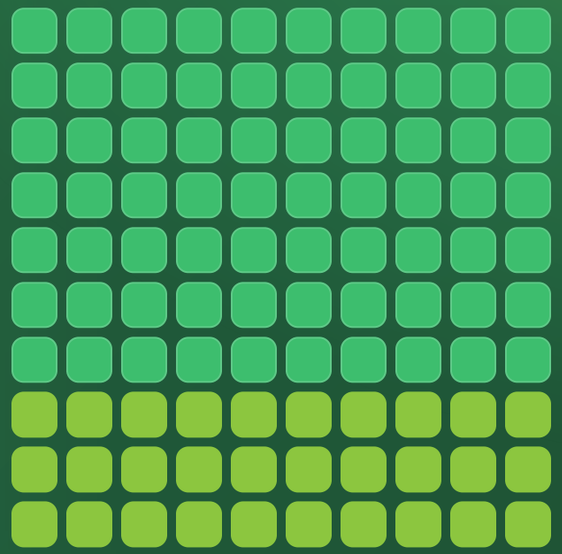
120,000 HR and Finance leaders at companies running EOR software

A contact database of CHROs, CFOs, HR and Finance Directors and Heads of People Operations at global companies using Deel and other Employer of Record platforms, mostly US-origin.

Identify → Find → Verify → Dedupe → Balance

Database mix

1 square ≈ 1,200 records



83,553
Deel EOR users

36,447
Other EOR platform users

Squares are rounded to the nearest whole unit; Deel makes up 69.6% of the total.

120,000
contact records in the target volume

5
senior roles across HR and Finance

2
technology groups: Deel and other EOR

6 max
contacts per company

The people who choose and pay for EOR, in one target list

The brief covered the two functions involved in EOR decisions, HR and Finance, at the most senior level, across companies using Deel and other EOR platforms.

KEY DECISION MAKERS

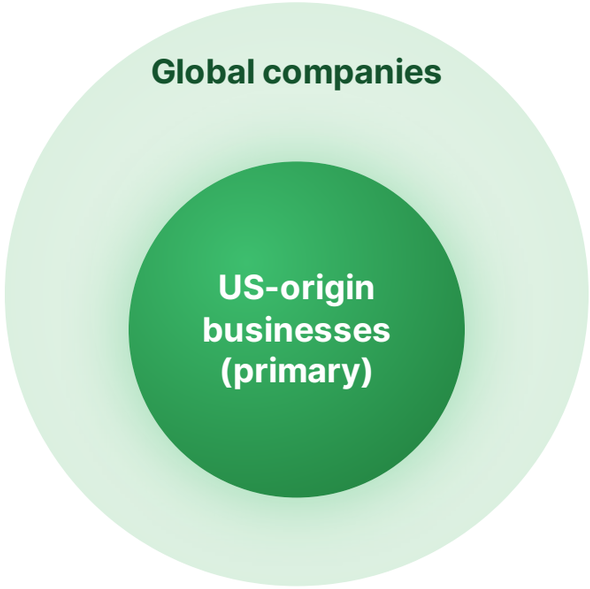
HR — 3 roles

- CHRO
- HR Director
- Head of People Operations

Finance — 2 roles

- CFO
- Finance Director

GEOGRAPHY



Deel is the primary technology, with users of other EOR platforms added to complete the volume.

02 · THE DATA

Seven in ten records come from Deel’s user base

Every identified Deel user in the target audience is included. Users of alternative EOR platforms fill the remaining volume, based on the client’s counts file and sample records.

RECORD MIX BY TECHNOLOGY



Deel EOR users	**83,553**	69.6%
Other EOR platform users	**36,447**	30.4%
Total target volume	**120,000**	100%

COMPANY LIMIT



20,000+

companies needed at minimum to reach 120,000 records at six contacts each (computed). The cap spreads coverage across accounts.

NOTE Final data coverage and accuracy depend on source availability and validation results.

03 · RESEARCH AND OUTCOME

Five checks between a company name and a usable contact

Each record is researched and validated before it counts toward the 120,000, with the Deel and other EOR mix held in place.

01

IDENTIFY

Companies using Deel and other EOR platforms.

02

FIND

HR and Finance decision makers at each company.

03

VERIFY

Company details, job title, technology and contact info.

04

DEDUPE

Remove duplicate records across sources.

05

BALANCE

Hold the mix and the six-per-company limit.

Reach decision makers
Senior HR and Finance leaders.

Generate qualified leads
Accounts already on EOR.

Target by platform
Deel or other EOR campaigns.

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Build your own EOR decision-maker list

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