



CASE STUDY | B2B DATA & EXECUTIVE TARGETING | 2026

Delivering 15,000 HR & Talent Leaders Across Enterprise Organizations

How Span Global Services helped a workforce solutions provider reach senior HR and talent decision-makers across large US organizations

A Case Study by Span Global Services

15,000

Verified executive contacts delivered

100%

Aligned with target functions and seniority

500+

Employee threshold across every enterprise account

4

Industries covered in the delivered dataset

Client Type:

Workforce Solutions Provider

Audience:

HR & Talent Leaders



The Challenge

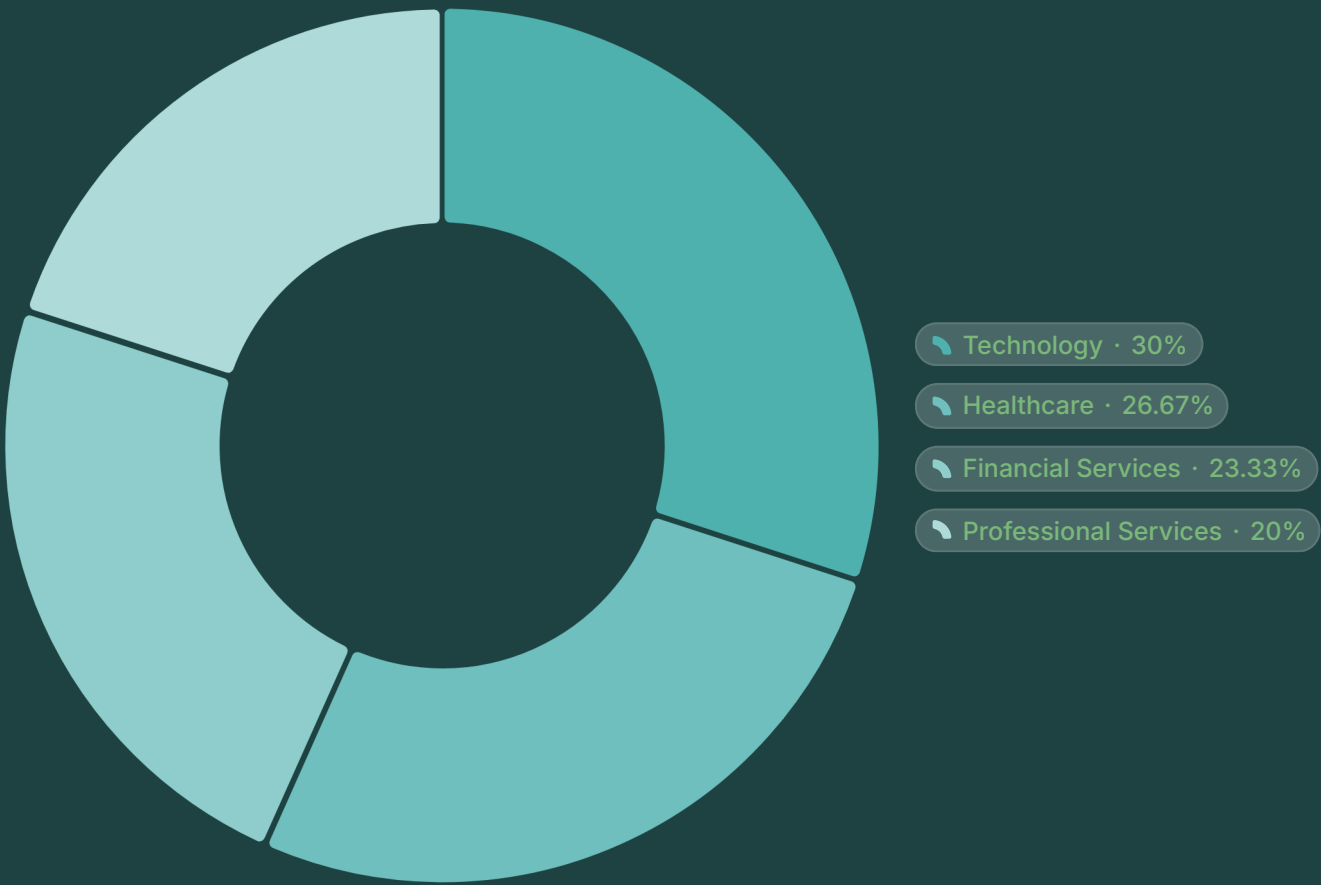
A workforce solutions provider needed to reach senior HR and talent decision-makers across large US organizations to promote employee development, learning, and workforce transformation solutions. The client required a dataset precise enough to support enterprise-level ABM, email, and sales outreach without sacrificing accuracy or coverage.

Target Audience

- US companies with 500+ employees
- Director, VP, Head, SVP & C-Level executives
- HR, Learning & Development, Organizational Development, and People Operations leaders

Industry Breakdown

The 15,000 delivered contacts were distributed across four core industries, each validated for title accuracy and seniority fit.



Distribution of 15,000 Verified Contacts Across Four Core Industries

Industry	Records Delivered	Share of Total
Technology	4,500	30%
Healthcare	4,000	27%
Financial Services	3,500	23%
Professional Services	3,000	20%



The Solution

Multi-Source Data Platform

Span Global Services leveraged its multi-source B2B data platform to identify executive-level contacts matching the client's exact seniority and functional criteria.

Validated Accuracy

Every contact was validated for accurate email addresses, verified titles, and precise industry segmentation ahead of delivery.

Precise Segmentation

Contacts were segmented by industry, seniority, and function to support enterprise campaigns across ABM, email marketing, and sales outreach.

The Results

15,000

Verified executive contacts delivered

100%

Aligned with target functions and seniority

500+

Employees at every enterprise company reached

Ready

Campaign-ready data for ABM, email marketing & sales outreach

The Impact

The client gained direct access to key HR and talent decision-makers, enabling more personalized campaigns, stronger engagement rates, and healthier pipeline opportunities across enterprise accounts.

Why It Worked

Precision at scale:

15,000 contacts delivered without compromising on title accuracy or seniority fit

Enterprise focus:

Every record met the 500+ employee threshold the client required

Function-first targeting:

Contacts spanned HR, L&D, OD, and People Operations, matching the client's promotion of workforce transformation solutions

Ready to activate:

Data was structured for immediate use across ABM, email, and sales outreach

Reach the Decision-Makers Who Matter

From verified executive contacts to enterprise-ready segmentation, our data solutions help you connect with the decision-makers who drive real business outcomes.

Partner with Span Global Services to build a verified, enterprise-ready contact database for your next campaign.

Let's discuss how we can support your next campaign.

Span Global Services

Global Growth Partner: Enterprise-grade B2B data and executive targeting solutions.

[Book a Quick Demo](#)