

BRAS MLAINS

TANGEE

 SALES PIPELINE

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# From Spray-and-Pray to Precision Growth

How SGS helped a global B2B brand to accelerate pipeline, shorten sales cycles, and close more deals in just one quarter.

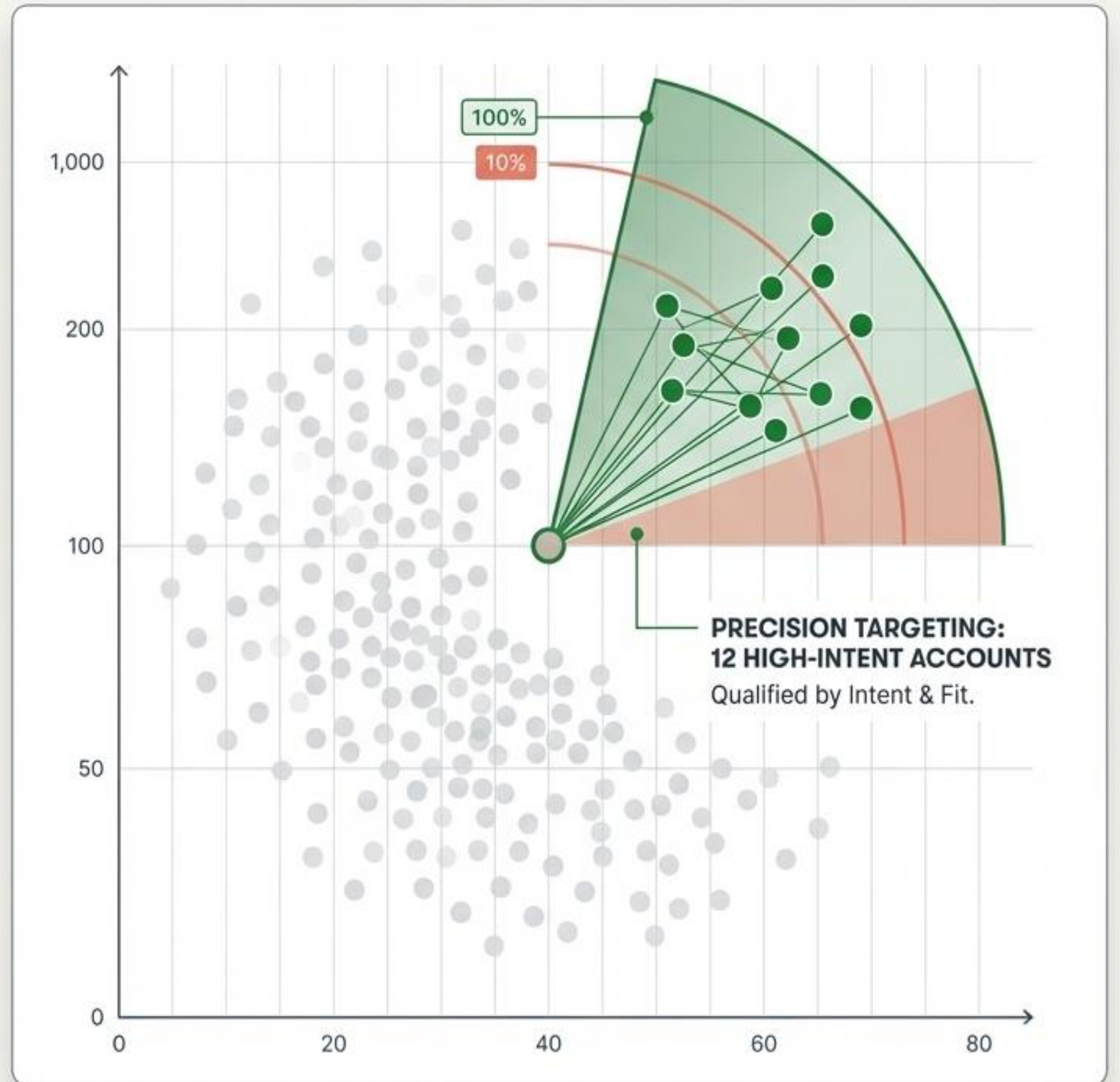
A B2B Revenue Playbook & Case Study



# High Activity. Low Conversions. Sound Familiar?



The core issue isn't effort. It's data quality and targeting precision. Without visibility into actual buyer intent, revenue teams are flying blind—investing budget and bandwidth on accounts that simply aren't ready to buy.



# The Real Cost of Targeting Without Intent



## Cold Account Targeting

Outreach focused on accounts with low buying readiness.



## Extended Sales Cycles

Reps spend time nurturing accounts not yet ready to engage.



## Firmographic-Only Data

No behavioral signals.



## Zero Market Visibility

Cannot identify actively in-market accounts.



## Missed High-Intent Buyers

Actively researching prospects go undetected.



## Low Conversion Rates

High volume produces minimal pipeline.

# The Paradigm Shift: Volume vs. Intent

## The Volume Era

Cold / Static Lists

Firmographic Guesswork

Pushing / Convincing

Bloated Sales Cycles

## The Precision Era

In-Market Buyers

Behavioral Intelligence

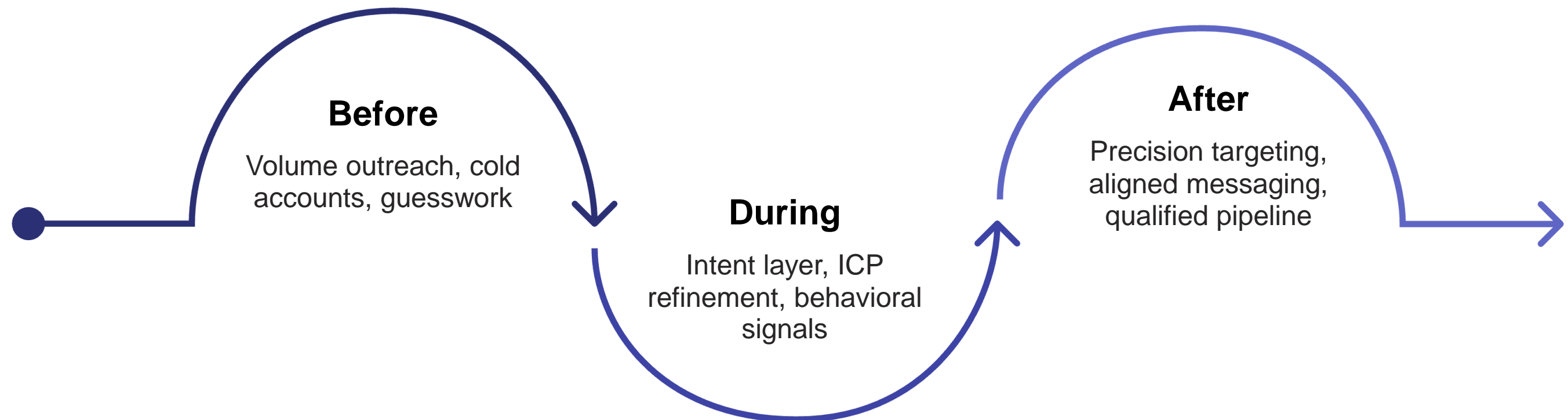
Nurturing / Aligning

Accelerated Pipeline Velocity

A strategic shift from blanketing the market and hoping for responses, to engaging the right accounts at exactly the right moment.

# A Shift from Volume-Based to Intent-Led Targeting

Span Global Services helped the client fundamentally rethink their GTM approach. Rather than blanketing the market with outreach and hoping for responses, the team introduced a precision-targeting framework powered by layered data intelligence, which allowed sales and marketing to engage the right accounts, with the right message, at exactly the right moment in the buying journey.



**How Intent Data Changed the Game**

Sales and marketing alignment improved dramatically when both teams operated from the same intent-based view of the market. Messaging was crafted around what buyers were actually researching, not what the company assumed they needed.



### **Intent Data (First + Third Party)**

Identified accounts actively researching relevant solutions, surfacing in-market buyers before competitors could engage them.



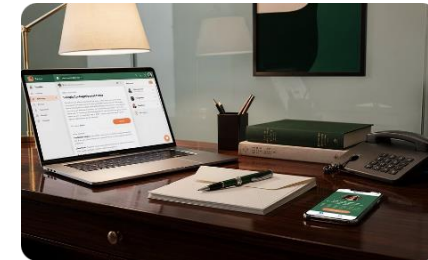
### **Technology Install & Firmographic Filters**

Refined ICP targeting by overlaying tech stack data and firmographic signals to prioritize best-fit accounts most likely to convert.



### **Contact-Level Data with Direct Dials**

Delivered verified, contact-level intelligence including direct dials, enabling sales reps to connect faster and bypass gatekeeper friction.



### **Multi-Channel Activation**

Enabled coordinated outreach across email, LinkedIn, and outbound calling, all aligned to real buyer behavior signals, not assumptions.

# The Precision Engine: Layered Data Intelligence

## Intent Data

Identifying accounts actively researching relevant solutions before competitors engage.

## Tech & Firmo Filters

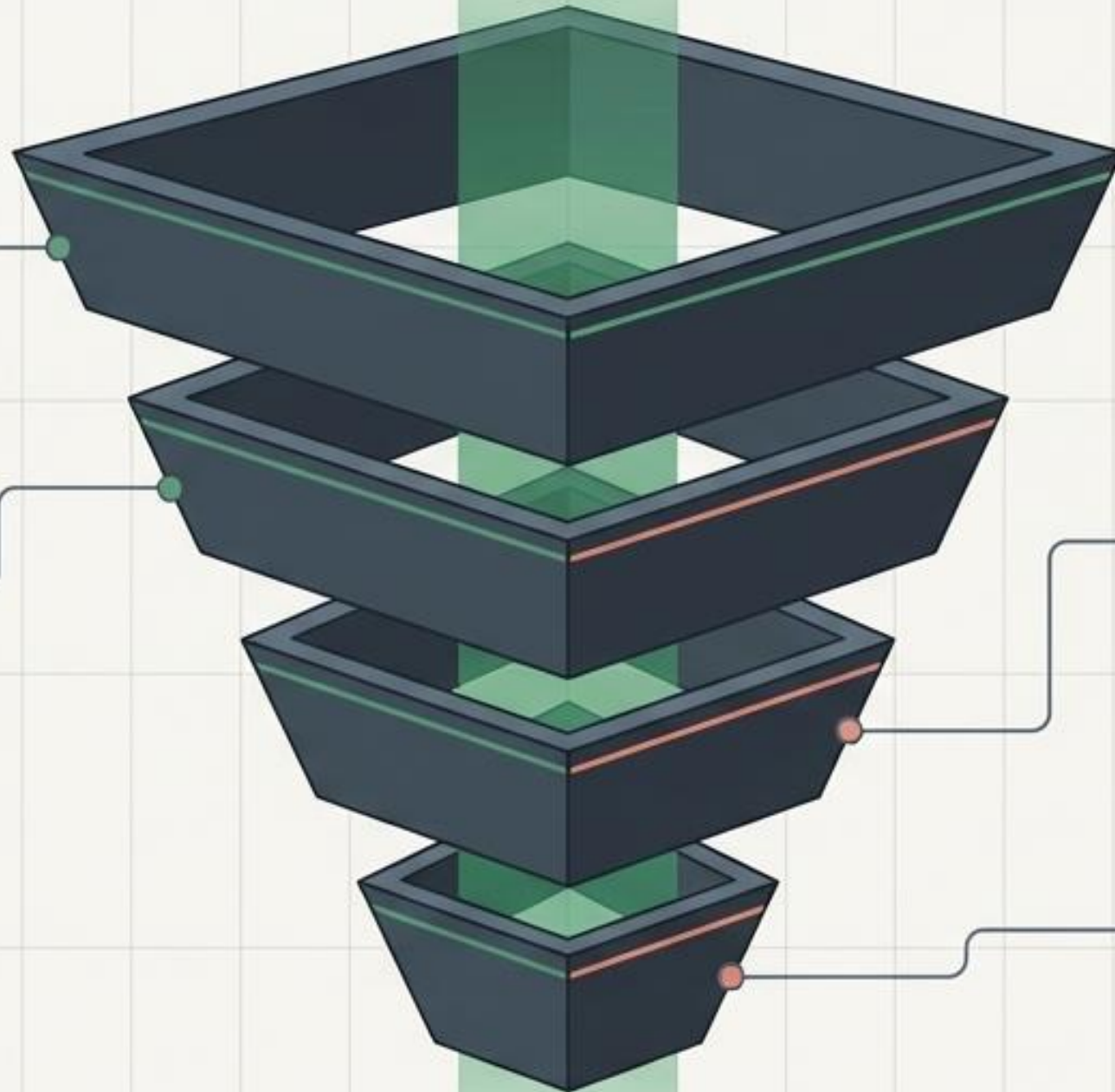
Overlaying tech stack data to prioritize best-fit ICP accounts.

## Contact-Level Data

Verified direct dials to bypass gatekeepers.

## Multi-Channel Activation

Coordinated outreach across email, LinkedIn, and calling aligned to real behavior.



# The Evolution of Go-To-Market Decision Making

## Before (The Void)

Volume outreach, cold accounts, guesswork.

## During (The Pivot)

Intent layer applied, ICP refinement, behavioral signals tracked.

## After (The Standard)

Precision targeting, aligned messaging, highly qualified pipeline.

By grounding outreach in real buyer signals rather than static lists, every touchpoint becomes highly relevant and timely.

# The Hidden ROI: Total Organizational Alignment

**Intent-driven data doesn't just improve marketing metrics. It transforms the relationship between sales and marketing.**

**Sales**  
(Outbound Effort)

**Marketing**  
(Inbound & Brand)

**The Unified Buyer View**

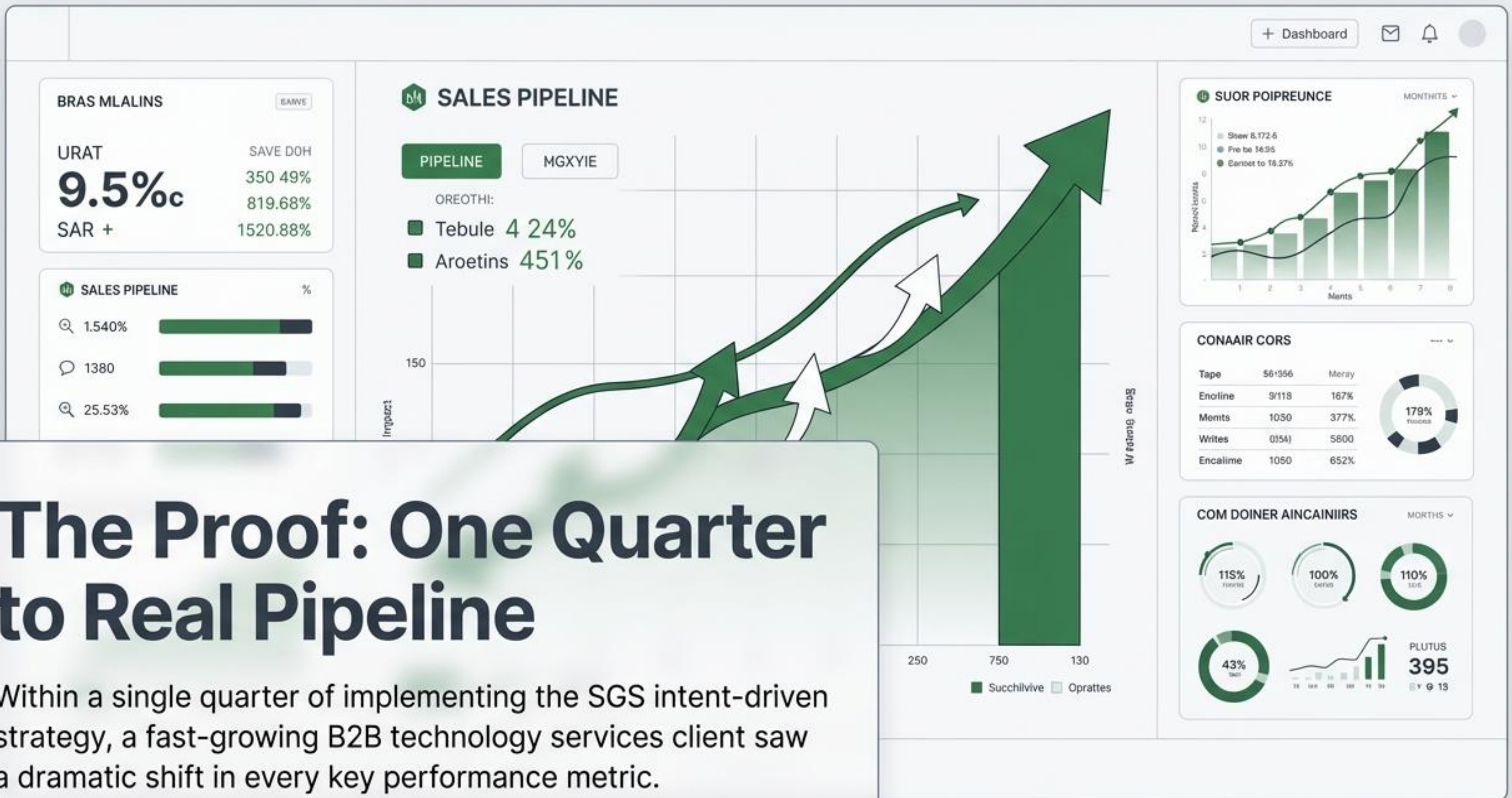
Creates a shared language rooted in actual buyer behavior, not internal assumptions.

Messaging aligns strictly with what buyers are researching today.

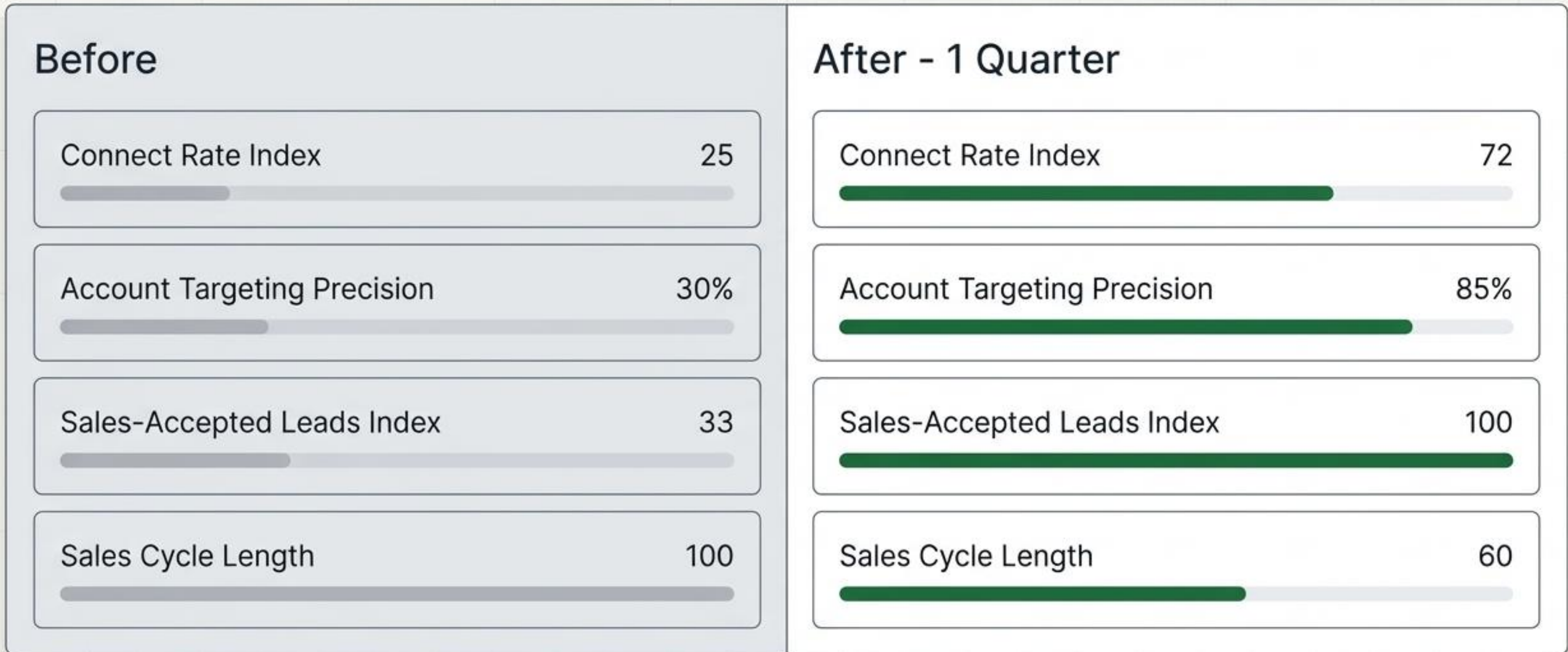
Ends the friction of bad leads vs. poor follow-up.

# The Proof: One Quarter to Real Pipeline

Within a single quarter of implementing the SGS intent-driven strategy, a fast-growing B2B technology services client saw a dramatic shift in every key performance metric.



# Pipeline Performance: The Velocity Index



Indexed comparison illustrating the dramatic gains across all dimensions of outbound performance.

# The Impact of Knowing Who is Buying

**3X**

## Sales-Accepted Leads

Tripled volume of leads formally accepted and actioned within one quarter.

**40%**

## Shorter Sales Cycle

Reduced cycle length by engaging buyers already deep in their research.



## Higher Win Rates

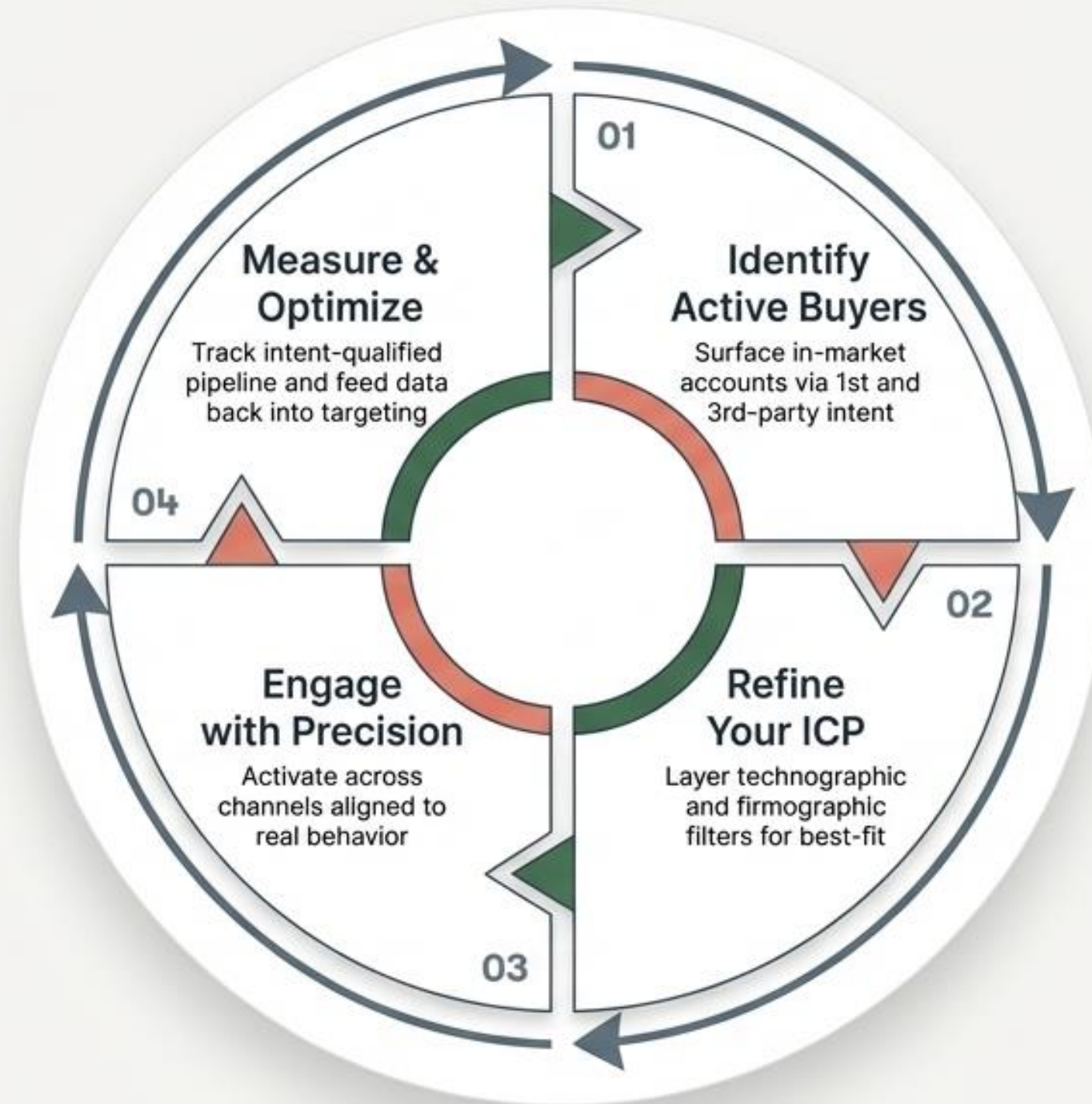
Intent-qualified accounts converted at significantly higher rates vs. cold targets.



## Improved Campaign ROI

Outbound and ABM efficiency improved via tighter ICP targeting.

# The Precision Growth Flywheel



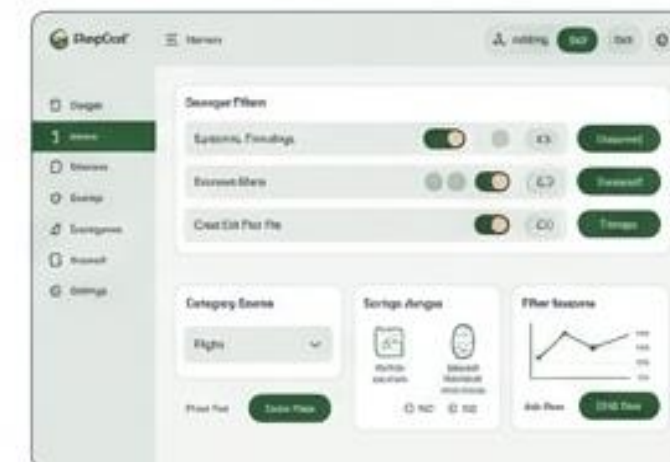
# Ready to Build Your Precision Engine?

Span Global Services helps B2B revenue teams stop guessing and start growing.



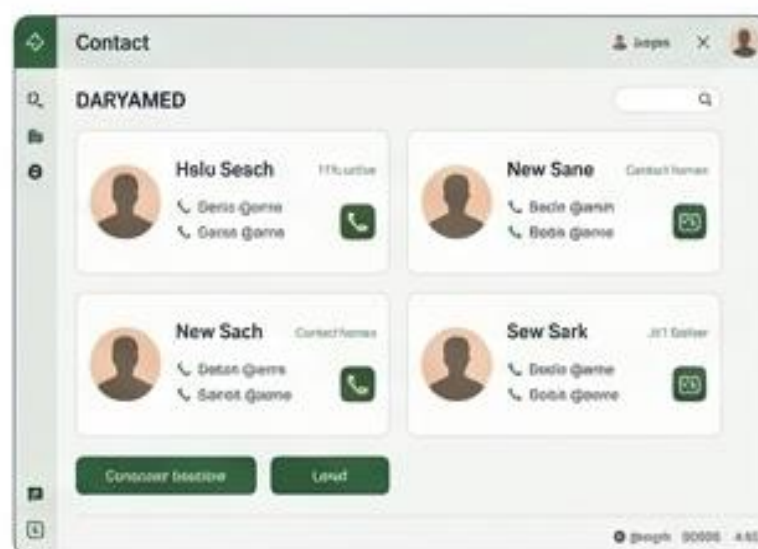
## Intent Data

Surface in-market accounts before competitors.



## ICP Targeting

Tech install, firmo, and behavioral filters.



## Contact Intelligence

Verified direct dials for faster connections.



## ABM Activation

Multi-channel campaigns powered by real data.

**“When you know who’s buying, demand gen stops being guesstwork.”**

[Get a Free Data Consultation.](#)

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