



Precision Targeting for SAP Accounts Receivable Decision-Makers

How a B2B AR automation provider identified **5,051 verified finance leaders** across **1,712 SAP-powered organizations** to accelerate pipeline growth across North America.



Engagement at a Glance

5,051+

Verified Contacts

Finance and AR leaders across mid-market and enterprise organizations

1,712

Qualified Companies

Curated on revenue, headcount, and SAP technology fit

7

Target Industries

From business services to logistics and transportation

About the Client

A B2B technology provider seeking to accelerate pipeline growth by reaching finance leaders at organizations with complex AR operations, covering AR automation, credit and collections, cash application, and finance transformation.

Technology Context

Organizations running **SAP ECC 6.0** or **SAP S/4HANA** were identified as strong indicators of AR automation readiness, making technographic targeting essential to the engagement.

The Challenge

Reaching finance decision-makers across complex, SAP-driven AR operations required more than a broad contact list. The client needed **role-level accuracy, technology visibility, and account prioritization** built for finance transformation buyers.

Decision-Maker Gap

Traditional databases offered broad finance contacts but lacked accuracy on professionals directly responsible for AR, credit, billing, and finance transformation.

SAP Environment Visibility

The client's solution integrated specifically with SAP ecosystems, making it essential to identify organizations actively running SAP ECC 6.0 or S/4HANA.

Account Prioritization

Focus required: organizations above \$100M revenue, 100–1,000 employees, high invoice complexity, and active digital transformation initiatives.

Bridging the Data Gap

"To reach finance leaders with the authority to act, our client needed a precision intelligence asset built specifically for SAP-powered AR and finance transformation buyers." - Span Global Services

Dimension	Before	After
Decision-Maker ID	Generic finance titles, limited role accuracy	✓ CFO, Controller, AR, Collections, Billing roles mapped precisely
Technology Environment	No visibility into SAP installations	✓ 1,712 companies confirmed on SAP ECC 6.0 or S/4HANA
Account Prioritization	No revenue or headcount filtering	✓ \$100M+ revenue, 100–1,000 employee accounts isolated
Buying Signal Intelligence	No insight into invoice volume or renewal timing	✓ Invoice volume and license renewal intelligence appended
Campaign Readiness	Data required additional cleansing	✓ 5,051 verified contacts delivered, ready on day one

What We Delivered

Span Global Services designed a precision-targeted intelligence asset across four core delivery dimensions, each built to close a specific gap in the client's SAP-focused market entry strategy.



SAP Technographic Intelligence

Organizations running SAP ECC 6.0 or S/4HANA identified and verified across North America.



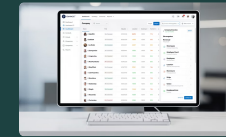
Role-Specific Targeting

Twenty distinct finance and AR titles mapped, from CFO to Cash Application Professional.



Premium Data Enhancement

Invoice volume insights and license renewal intelligence appended to support timing and prioritization.

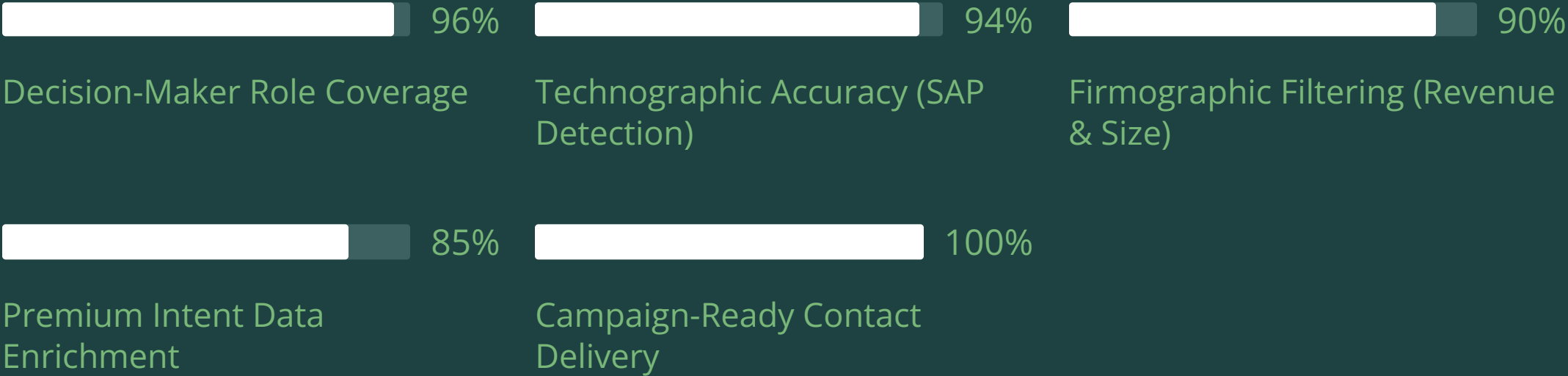
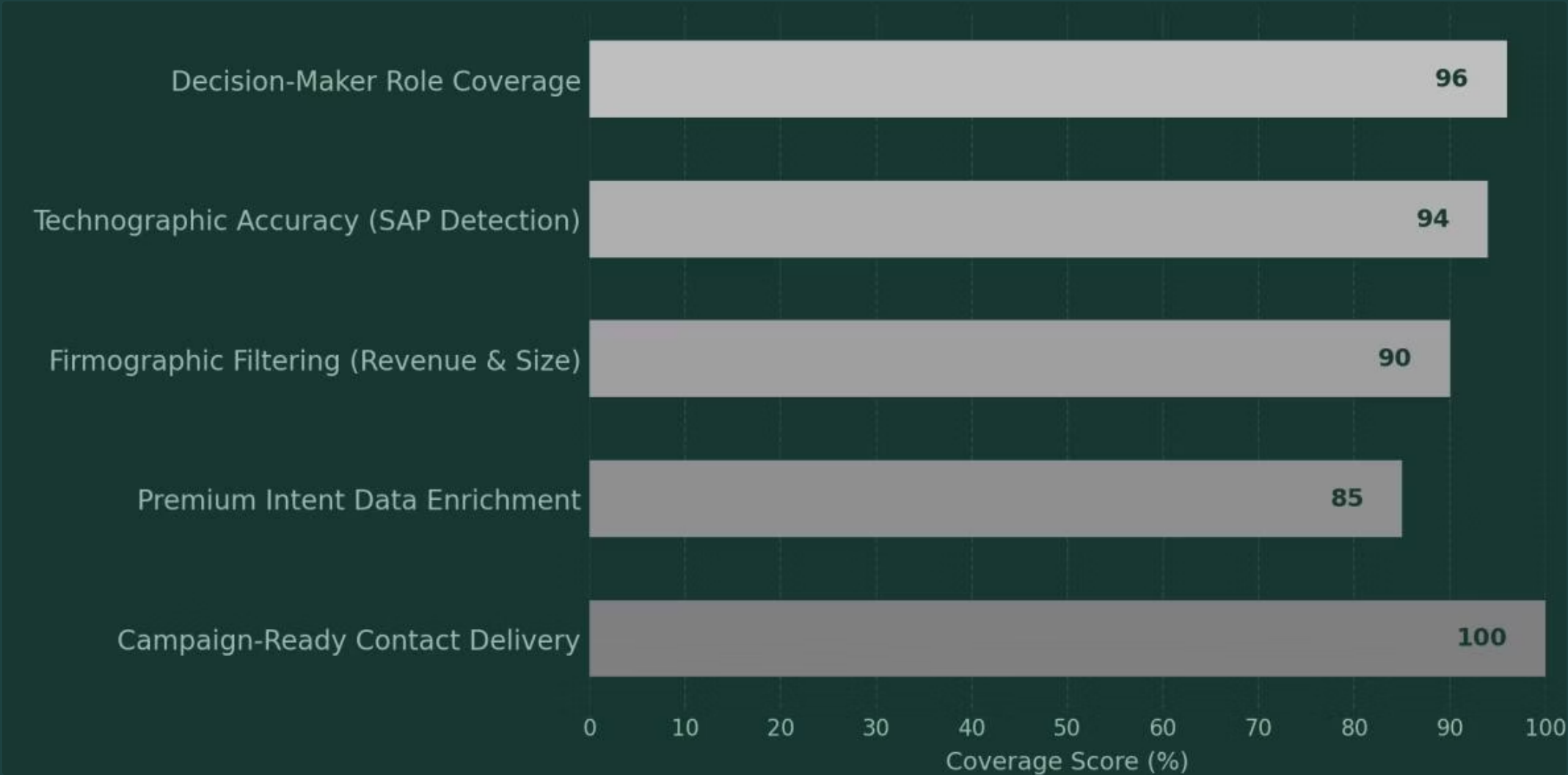


Precision-Targeted Database

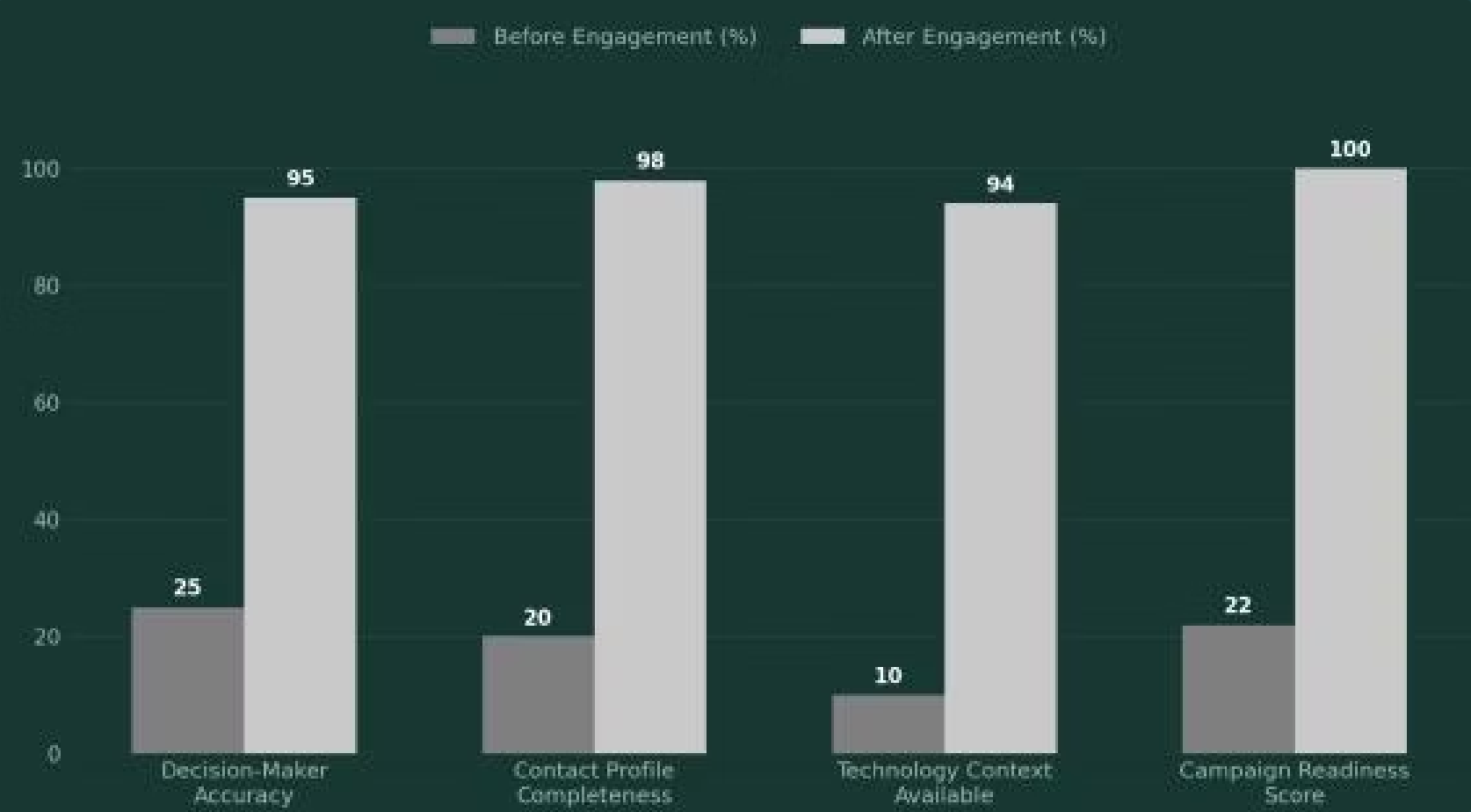
1,712 companies and 5,051 contacts built using firmographic, technographic, and role-based selection criteria.

Targeting Intelligence Coverage

Span Global delivered verified intelligence across every key targeting dimension, enabling campaign-ready outreach from day one.



Results That Moved the Needle



30%

Uplift in Campaign Readiness Score

5,051+

Verified Contacts Delivered

95%

Decision-Maker Accuracy

Up from 25% before engagement

98%

Contact Profile Completeness

Up from 20% before engagement



Finance & AR Leadership Titles



SAP Technographic Data



Premium Intent Fields



Firmographic Filtering

Ready to Connect with SAP-Powered Finance Decision-Makers?

"Our data solutions help organizations identify and connect with the right decision-makers in highly targeted markets. If your company is looking to strengthen data-driven sales and marketing effectiveness, let's talk." - Span Global Services

Technographic Precision Wins

Knowing an org runs SAP ECC 6.0 or S/4HANA turns a generic list into a qualified, technology-fit account.

Intent Data Signals the Right Moment

Invoice volume and license renewal intelligence enable engagement during peak buying cycles.

Role-Specific Titles Reach Decision-Makers

Twenty distinct finance and AR titles ensured outreach reached people with real budget authority.

Structured Targeting = Pipeline Growth

5,051 verified contacts across 1,712 qualified companies, ready for immediate multi-channel outreach.

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