

US Finance Technology Supplier Cracks \$15mn Deals With Span Global Services' Verified Account Profiling



Our client...

They are a multinational Fortune 500 leader in financial technologies, based from Nebraska. Dealing in trillion dollars annually, the company is currently monopolizing the B2B finance sectors in seven countries.



Their main objective was to...

	<p>Collect top profiles of USA companies using IBM Mainframe.</p>		<p>Top-up the data with past and present technology affiliations</p>
	<p>Get an understanding of IT budgets and footprints of the firms</p>		<p>Receive verified management hierarchy for each account</p>



We achieved...

<p>78 survey-fills from 5 survey campaigns in 2 months</p>	<p>29711 verified contacts in 3434 top US companies, segregated by employee-sizes</p>	<p>15 million-dollar deals for our client's Corporate Banking Operation services</p>
--	---	--

Complete organization hierarchy profiles were provided, reducing conversion time while increasing accuracy.



Solutions vs. Challenges...

<p>Account Profiling Services</p>	<p>Precision targeting to find contacts directly responsible for technology use and purchase.</p>
<p>Org-Chart</p>	<p>Structuring marketing data based on hierarchy to beat corporate bureaucracy.</p>
<p>All-round Data Enrichment</p>	<p>Appending BI and multi-level verifications to ensure that the contacts deliver to their promise.</p>
<p>Relentless Survey Marketing</p>	<p>Providing continuous engagement to stay on top of the minds of high-profile prospects. Surveys also provided extra qualification for their preferences.</p>

Satisfaction – Testified!



"Affiliations to financial technologies is proprietary information. Hence the challenge. Span Global Services came on top and gift-wrapped the data in a sweet hierarchy-based structure. We got what we needed, and probably more. We were really impressed with the org-chart feature."

Marketing Director, USA Region