

LIST SOURCING & DATABASE BUILDS



	Determine Targeting Criteria and Data Usage Strategy	Identify total addressable market (TAM)	Cleansing, email validation and social media verification	Data delivery	Results	Investment
Motions	<p>Agree upon Audience Profile including target industries, business sizes, geos, and personas. In addition, we offer competitive insights such as technology installs, cloud and SaaS subscriptions.</p>	<p>CSG runs a query against internal and external b2b databases to identify the gross counts.</p>	<p>CSG will conduct a merge/purge process in order to remove duplicate records. In addition, we deploy an email validation process as well as verify contact attributes by matching criteria against social media sites such as LinkedIn and Twitter.</p>	<p>We deliver your data in an upload-ready .xls or csv. Data elements include full account information including name, domain, address, general line, industry, revenue and employee size. Contact level attributes include name, title, email address, direct line (where available). Competitive intelligence is also included with custom orders.</p>	<p>90 – 95% deliverability rate. Any hard-bounces are replaced or reimbursed within 30 days.</p>	<p>\$1.25 per contact record For competitive intelligence, \$2.25 per account plus \$1.25 per contact. Volume discounts are applied starting at 10,000 records.</p>