



CSG leveraged a combination of well known and hard-to-find data compilers from a total of 12 3rd party sources, and then applied a three step cleansing process which included standardization and deduplication, email validation, and real-time social media verification to ensure optimal quality.

Client: Fortune 500 Technology Company

Need

Acquiring hard-to-find niche contacts unavailable within the most well known b2b databases in the industry.

Solution

Aggregating data from over 12 sources, cleansing, and providing social media and email validation.

Budget

\$25,000

Duration

five days

Goal

Fuel client's account based marketing engine with 25,000 contact records for unlimited usage, while achieving 90%+ deliverability rate.

Result

CSG delivered 25,000 contact records within 10,000 accounts that were verified via social media matching and email validation. Client achieved 96% deliverability, which was their best ever email deliverability rate from a sourced list.