

How Datamatics Delivered 2 Million B2B Data Records for a Global SaaS Provider



Case Study

Company:

A leading cloud-based SaaS provider

Industry:

Technology

Geography:

Global

Project Objective



The client approached Datamatics in 2018 with a clear and ambitious goal.

- Enrich and validate their existing B2B contact database
- Build new high-value contact lists, especially C-level executives
- Conduct market studies and extract insights from public and private data
- Do all of this at scale, across global regions, within tight deadlines and budget constraints

The client needed data that was accurate and ready for real-time execution in outbound campaigns, ABM efforts, and partner ecosystem mapping.



Key Challenges Faced

Despite having internal systems, the client struggled with:

Massive Volumes of Data:

There was an ongoing need to clean, validate, and update millions of records.

Slow Turnaround Times:

Existing workflows couldn't keep pace with their global marketing cadence.

C-Suite Contact Gaps:

Building a reliable database of senior decision-makers remained a hurdle.

Fragmented Information:

Sourcing firmographic and technographic data across diverse industries and markets.

Manual Overhead:

Too much time spent validating profiles rather than using them.

Our Approach & Custom-Built Solution

We deployed a dedicated team of data analysts, researchers, and QA specialists to solve these challenges with precision and scale.

Here's how we approached it:

- **Phased Onboarding & Scale-Up:** What began as a small, custom research initiative in 2018 has since grown into a long-term, full-spectrum partnership.
- **Hybrid Research Workflow:** Our model blended AI-assisted enrichment with detailed manual verification. This ensured both speed and control—especially C-level profiles.
- **Multi-Source Data Referencing:** To ensure reliability, we pulled verified information from multiple sources including company websites, investor and financial reports, social media profiles, press releases, and credible news publications.
- **Global Market Coverage:** Our research spanned six continents, covering Africa, Asia, Europe, Latin America, the Middle East, and North America. Each region had a tailored research playbook, respecting local nuances and formats.
- **Role-Based Targeting:** We focused on strategic buying roles, not just titles—mapping Decision-Makers, Influencers, and End Users for better segmentation.
- **Ongoing Enrichment at Scale:** Over the last six years, we have cleaned, validated, and enriched over 10 million contacts, ensuring each record meets campaign-readiness standards.

Impact Delivered



650,000+

contact records enriched
and delivered



10M+

contacts enriched since
the beginning of our
partnership



2M+

high-quality records delivered
across an 18-month high-
volume phase

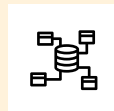


Deep focus on **C-suite and
functional heads** (CEO, CMO,
CIO, CFO, etc.)



100+

FTEs deployed to maintain
delivery speed and integrity



**Seamless handoff of
campaign-ready data** for
marketing automation, ABM,
and field sales use



Research spanned **6 global
regions** with multi-language
data support where required

Client Outcome

By partnering with us, the client has been able to:

- Unlock more value from its CRM and marketing systems through fresh, clean data
- Reduce the cost and time of internal list building and manual research
- Reach and engage the right people faster with greater confidence
- Expand its global campaigns using segmented, up-to-date contact intelligence
- Streamline marketing operations by integrating enriched data into both automated and manual outreach workflow

Final Thoughts

This wasn't just about numbers—it was about building a data partnership that delivers value, speed, and trust. From a single project in 2018 to a multi-year engagement touching millions of records, our journey with the client is a testament to how thoughtful, well-managed data operations can power real-world marketing results.





marketing@datamaticsbpm.com
www.datamaticsbpm.com

Datamatics Business Solutions Ltd.

North America: +1 571-297-6166
EU & ME: +44-20-3005-2151
APAC: +91-22-6671-2001

