

How Datamatics Delivered

# 2 Million B2B Data Records for the Largest CRM Company



Case Study

**Company:**  
The Largest CRM Company

**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



Conduct market studies and extract insights from public and private data



Build new high-value contact lists, especially C-level executives



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



## 650K+

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

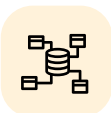


Deep focus on  
**C-suite and  
functional heads**  
(CEO, CMO, CIO, CFO, etc.)



## 100+

FTEs deployed to maintain  
delivery speed and integrity

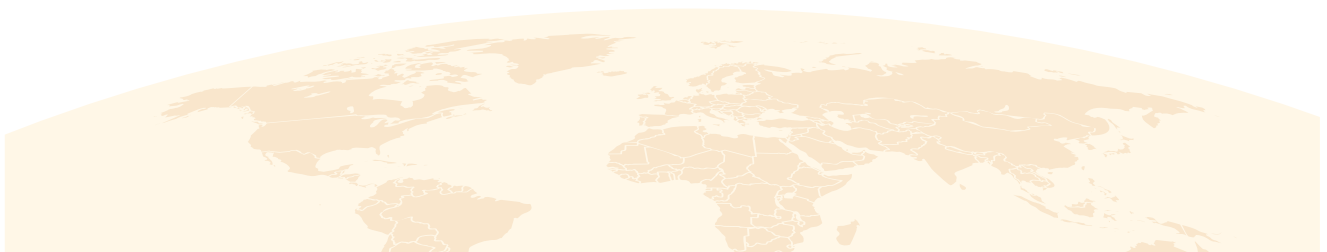


**Seamless  
handoff**  
of campaign-ready data for  
marketing automation, ABM,  
and field sales use



## 6 global regions

with multi-language data support





# CLIENT OUTCOME

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



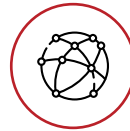
Unlock more value from its CRM and marketing systems through fresh, clean data



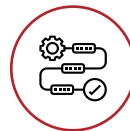
Reduce the cost and time of internal list building and manual research



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.



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