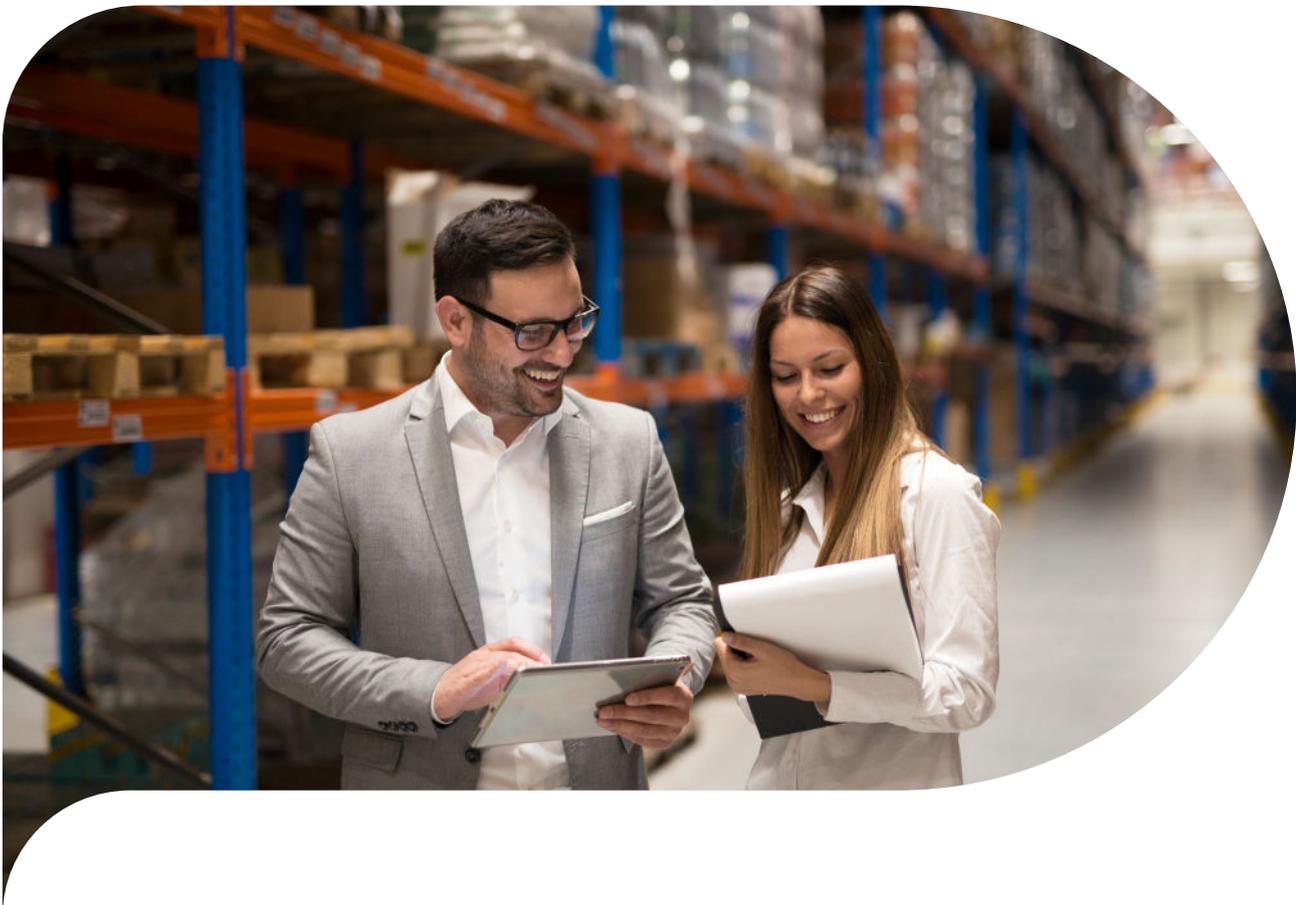


How Datamatics Drove

# Enterprise-Grade Lead Generation for a Global B2B Procurement Platform



**Company:**

B2B Procurement Arm of the Largest e-Commerce Platform

**Industry:**

Procurement Technology / B2B eCommerce / SaaS

**Geography:**

North America, Europe, APAC

Case Study



## CLIENT OVERVIEW

Our client is a leading global B2B eCommerce and procurement technology provider, serving organizations of all sizes across North America, Europe, and Asia-Pacific. The company offers an extensive catalog of business-focused products, cloud-based procurement management tools, and AI-driven spend analytics that empower enterprises to optimize purchasing, streamline compliance, and enhance operational efficiency.

The client's platform is widely adopted across multiple industries, including manufacturing, finance, healthcare, retail, logistics, and professional services.

## PROBLEM STATEMENT

The client wanted to accelerate enterprise customer acquisition by engaging senior decision-makers in procurement, supply chain, and finance functions at large organizations (>\$250M annual revenue or >1,000 employees).

While the client had a strong brand presence, they faced challenges in:

**Scaling outreach efficiently**  
across multiple enterprise segments.

**Engaging qualified B2B decision-makers**  
from greenfield (non-customer) accounts.

**Generating high-quality, validated leads**  
that convert into billable opportunities within strict compliance and targeting parameters.

The goal was clear - to drive qualified enterprise meetings with the sales team through a scalable, compliant, and performance-driven lead generation strategy.

# CHALLENGES



## Strict Qualification Criteria

Leads needed to match defined Target Account Lists (TAL), business titles, and HQ-level validation requirements.



## Multi-Region Targeting

The campaign required effective engagement across diverse geographies while maintaining data quality and compliance.



## Enterprise-Level Decision-Makers

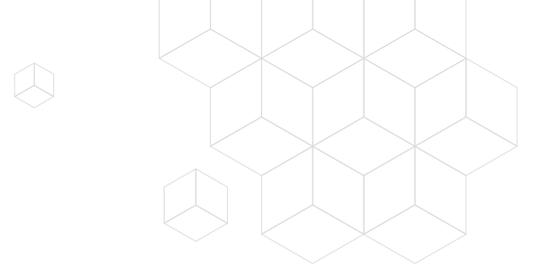
The target audience consisted of senior professionals (Director and above) with high decision-making authority, often difficult to reach through conventional demand generation.



## Campaign Scalability

The client sought to deliver a high volume of qualified leads (100K+) without compromising lead accuracy or validation efficiency.





# THE SOLUTION

## CONTENT SYNDICATION-LED LEAD GENERATION

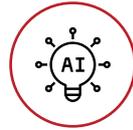
Datamatics Business Solutions (DBSL) designed and executed a multi-channel content syndication campaign to deliver qualified enterprise leads aligned with the client’s targeting and validation framework.

### Key Strategies Implemented:



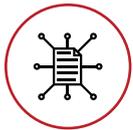
#### Data-Driven Targeting

Leveraged verified Target Account Lists (TAL) to reach key decision-makers across procurement, supply chain, and finance departments.



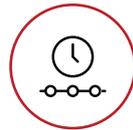
#### AI-Enabled Lead Validation

Used the Convertr platform for real-time data validation, ensuring each lead met the required company size, title, and industry criteria before submission.



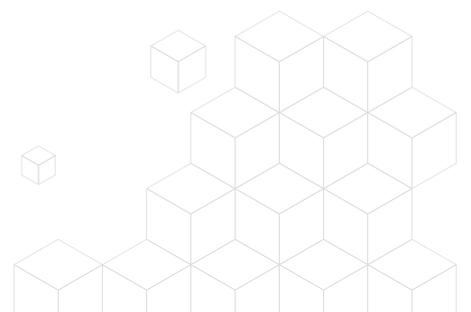
#### Localized Content Syndication

Distributed client-approved thought leadership and solution-focused assets across premium B2B content networks and regional publishing partners.



#### Performance Optimization

Ongoing campaign monitoring, engagement analysis, and adaptive targeting to maintain lead quality while scaling delivery volumes.



# RESULTS

## LEADS DELIVERED



**1,12,091**

qualified leads generated within 16 months.

## ENGAGEMENT IMPACT



Increased enterprise-level meeting conversions and sales-ready lead pass-throughs.

## PENDING DELIVERY



**2,000+**

leads in progress at the time of reporting.

## CLIENT SATISFACTION



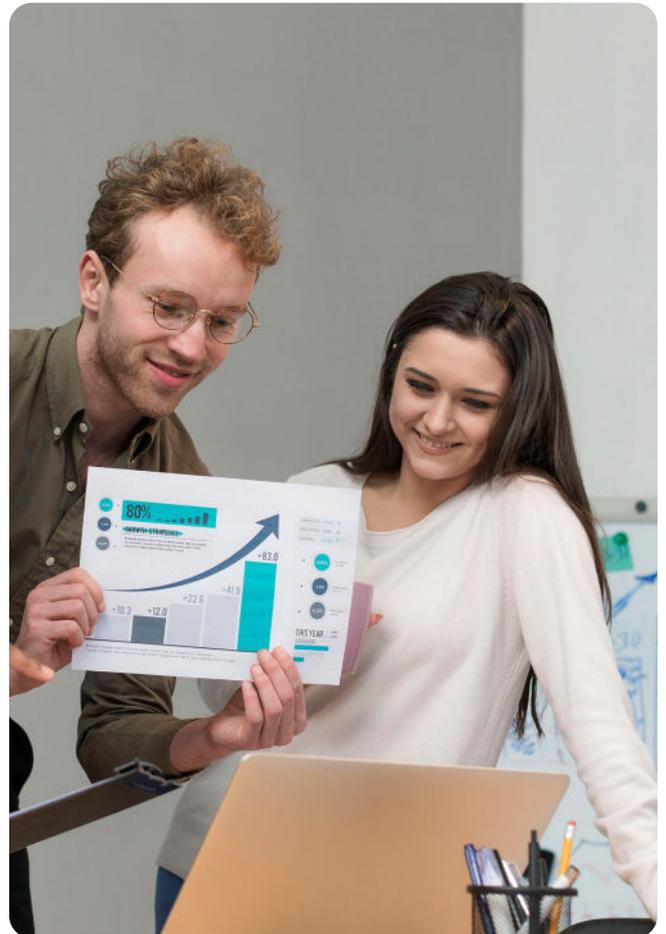
Seamless communication and delivery consistency led to long-term campaign continuity and expansion.

## VALIDATION ACCURACY



**100%**

compliance with TAL, business title, and HQ validation criteria.



# AT A GLANCE

METRIC	RESULT
Campaign Duration	16 months
Total Qualified Leads Delivered	1,12,091
Pending Delivery	2,000+
Target Audience	Director+ roles in Procurement, Supply Chain, Finance
Regions Covered	North America, Europe, APAC
Solution Used	Content Syndication + AI-driven Lead Validation
Industries Served	Manufacturing, Healthcare, Finance, Retail, Logistics, Professional Services

## CONCLUSION

Through a strategic blend of content syndication, AI-led validation, and data intelligence, Datamatics Business Solutions helped the client scale enterprise lead generation, enhance sales efficiency, and accelerate customer acquisition across global markets.

The campaign's success underscores DBSL's ability to deliver precision-targeted, high-volume B2B demand generation for large enterprises seeking measurable growth outcomes.



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