

A Leading Identity and Access Management Company Boosted Their Sales Effectiveness with 100% Accurate B2B Lead Data

Identity Management

Access Management

Authentication

Our client is a popular provider of identity management for the enterprise. They provide cloud software that helps companies manage and secure user authentication into modern applications, and for developers to build identity controls into applications, website web services and devices.

With over 6000 pre-built integrations to applications and infrastructure providers, they help organizations securely adopt the technologies they need to fulfill IT requirements. Over 5000 companies trust them to securely connect their people and technology.



The Situation



Surging Challenges Due to Inaccurate Lead Data

One of the biggest challenges our client faced was bad data. They used traditional data sources like social media, events, and contact forms to gather data. They also relied on third party data vendors who provided leads in bulk lists that were unverified and often inaccurate.



Time-consuming Research Activities

Their sales and marketing teams were spending almost 72 hours every month on menial tasks like searching and processing lead data. Slow, manual lead processing meant the team wasn't able to follow up with new contacts for 3 - 5 days. The team needed to get new and high-quality leads into system as quickly as possible.



Unavailability of Niche Contact Data

Their target base had prospects working at various levels like Head, C-Level, Director, Manager within functions like Information Technology, Information Security, Network Security, and so on. This made it important for them to have a plan in place to use customized B2B leads to be able to market and sell effectively.

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The Solution

- **SLA Guaranteed, 100% Accurate Contact Data**

We provided them with access to a prospect database that was customized according to their specific project requirements based on unique personas, industries, titles, and more. This kind of customization offered 100% accurate B2B leads for their ABM campaigns that required precise targeting.

- **Customized Data to Target Decision Makers**

SMARTe delivered highly customized global data with 90,000 high-quality leads that were 100% accurate and phone-verified using a combination of technology and human intelligence. To support their territory specific sales engagements, SMARTe delivered global data for the regions EMEA (35,000 leads) and North America (10,000 leads).

- **GDPR Compliant, Double Opt-in Data**

Our customized databases had GDPR-compliant customer and company data lists with verified emails and direct dial phone numbers. The target lists were customized to reach out to the best prospects in Europe and North America.



“

SMARTe has been the most consistent data partner we have ever had. Their commitment and ability to provide 100% accurate and verified GDPR-compliant data is unbeatable.

- Senior Director, Demand Generation & Developer Marketing

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The Result



90K+

High-Quality Leads Delivered



North America, EMEA

Regions Covered



100%

Accurate and SLA-Guaranteed Data



GDPR-Compliant

Data