

Boosting Growth with Accurate Sales Data for Digital Manufacturing Software Company

Learn how Netsmartz's data mining services helped a US-based funded startup generate an average of 4000+ prospect data and contact information every month.





About the Client

The client is a US-based digital manufacturing startup that rapidly delivers custom mechanical parts through its digital platform and a vetted, controlled global partner network.

The Need

The client was looking to increase their platform adoption by identifying potential prospects in target enterprise accounts, including practical buyers (influencers) and engineers involved in product manufacturing in target accounts. The potential was for about a million influencers and decision makers in the US market alone.

The client only had a small in-house team that was focused on outreach activities and generating inbound. They needed a reliable partner to manage time-consuming and labor-intensive data mining tasks, including:

Take off the load of manual prospect data hunting and market research

Identify each lead and gather contact information

Provide high-quality datasets with a complete information of target accounts & prospects

Minimize investment in third-party data intelligence tools

The Solution

Netsmartz helped the client effectively mine data and gather information about their target audience to help the client reach out to their ideal customer persona. We worked closely with the client to create a tailor-made lead generation strategy and meet their unique needs.

1. Defined Target Audience for the Client

We analyzed the current customer base, products, and services to identify the demographics of potential customers. From this, we defined the target audience and selected key data points like job titles, company size, industry, and location to filter the most suitable leads.

2. Created Comprehensive Account Lists and Lead Lists with in the Ideal Customer Persona

We leveraged a mix of paid enterprise and open web data intelligence platforms to identify high-quality vetted account & lead information to create a comprehensive dataset of potential customers, including their contact information and other relevant data points. We also made sure that all the data collected for each lead was accurate and up-to-date.

3. Analyzed Data to Generate Relevant and Promising Leads

We analyzed the data to identify patterns and trends within the target audience, helping us better understand their needs and preferences. Based on this analysis, we refined the target audience to focus on the most relevant and promising leads. We then provided the client with high-quality sales data, allowing them to concentrate on their core business activities while still accessing the information needed to drive revenue growth.

Real Outcomes Delivered

The client saved precious man hours of their sales representatives by leveraging Netsmartz's dedicated data mining resources to achieve:

- **200+ unique prospect data mined every day**
- **4000+ average prospect data provided each month**
- **Zero man hours spent by SDR/BDR/AEs in qualitative list building**
- **Zero additional costs for data intelligence platforms**
- **The client comes to Netsmartz every alternate quarter to get fresh lists built**

Why Netsmartz

- **25+ years of proven lead generation experience**
- **Expert resources for go-to-market and sales strategies**
- **ROI-driven pay-per-appointment model without retainers**
- **Personalized and ICP-specific outreach campaigns**
- **Zero investment in MarTech and data intelligence tools**
- **3 months pilot to derisk sales quotas and serve as proof of concept for future GTM strategy**

About Netsmartz

Netsmartz is a leading growth and digital transformation partner for global enterprises and SaaS businesses. The USA-based software company was established in 1999 and continues to empower organizations with a dedicated team of over 1000 professionals, strategically located across 10 global offices, serving a diverse portfolio of over 2000 customers. From augmenting teams with dedicated expert resources to integrating AI seamlessly across operations and ensuring robust cybersecurity, businesses rely on Netsmartz as their ultimate partner for accelerating growth, increasing ROI, and achieving unparalleled scalability.

25
Years
in Excellence

1000+
Team
Members

2000+
Projects
Completed

10+
Global
Locations



NORTH AMERICA
Rochester, NY, Vancouver,
Mississauga

EUROPE
Oslo

ASIA
Singapore, Dubai, Chandigarh,
Mahali, Noida, Gurugram,
Pune

AUSTRALIA
Melbourne
Sydney

