

Build Pipeline With Contacts That Changed Jobs

A mid-market software company that provides an all-in-one frontline employee experience platform discovered that 26.7% of their contact database had moved onto new companies.

Case Study Highlights	
Contact Database Size	160,000
Number of Invalid Contacts	43,000
% that Changed Jobs	26.7%
% of New Companies in their ICP	68.3%

Company Profile	
Industry	Mobile Computing Software
Sub Industry	Human Resources
Company Size	101 - 200 employees
Funding Round	Series C



Challenge

A mid-market software company that provides an all-in-one frontline employee experience platform **needed accurate data** to target the right people for their **account based marketing and sales** campaigns and to precisely measure the impact throughout their funnel.



Solution

Using LeadTrail they found that of the 160,000 contacts in their database, **43,000 were invalid and that 26.7% had moved onto new companies.** With the report they received, they quickly found that of the new companies that their contacts moved to, 68.3% were in their Ideal Customer Profile.



Results

The team was **empowered with accurate data** and a list of new accounts to target with contacts and champions there that were already familiar with their brand. Allowing the team to engage new targets with a higher likelihood to convert, **building easy pipeline** to reach their next revenue goal.



With SaaScend's LeadTrail, track your contacts as they move onto new companies to keep your database accurate and identify new opportunities with organizations in your ICP.

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