CLIENT: LEADWORKS

Case Study: Driving Lead Generation Success with Data Enrichment Services

AT A GLANCE

CHALLENGES

- Identifying Duplicates
- Enriching Data
- Enhance the database
- Extract specific details

COST ANALYSIS

- Monthly Hours: 100 hours
- Hourly Rate: $5
- Total Cost = 100 hours * $5 = $500

INTRODUCTION

LeadWorks, a prominent Dutch B2B lead generation company, has been leveraging the power of data to generate high-quality leads for big brands across various channels such as LinkedIn, email marketing, and phone outreach. To ensure the accuracy and effectiveness of their lead generation campaigns, they partnered with PurifyData for comprehensive data cleansing and enrichment services.

CLIENT'S CHALLENGE

LeadWorks faced the common challenge of working with large volumes of raw data that required cleaning and enrichment before it could be effectively utilized for lead generation. They needed accurate and up-to-date company information, including locations, contact details of key executives, and other relevant data points to target the right prospects.

"Working with PurifyData has been an absolute game-changer for our lead generation efforts. Abhijit and his team have consistently delivered exceptional data cleansing and enrichment services that have had a direct impact on our business growth. Their attention to detail, accuracy, and commitment to providing us with high-quality leads have been invaluable. With their help, we have been able to generate thousands of qualified leads, resulting in significant business expansion. I highly recommend PurifyData to any company seeking reliable and effective data cleansing and enrichment solutions."

MARISCHKA BROUWER

CEO/Founder

CASE STUDY: DRIVING LEAD GENERATION SUCCESS WITH DATA ENRICHMENT SERVICES

SOLUTION PROVIDED BY PURIFYDATA:

Since 2019, PurifyData has been working closely with LeadWorks, handling their monthly data files consisting of 200 to 2000 companies. Our dedicated team of data experts employed advanced data cleansing and enrichment techniques to refine the raw data provided by LeadWorks.

Key Services:
1. Data Cleansing: We meticulously cleaned the data, removing duplicates, correcting errors, and ensuring data integrity for accurate lead targeting.
2. Data Enrichment: We enriched the data by adding valuable information such as company locations, phone numbers, CEO and director details, and other relevant executive contacts based on LeadWorks' specific requirements.

RESULTS AND IMPACT:

Over the past four years, our data enrichment services have played a pivotal role in LeadWorks' lead generation success. By leveraging accurate and enriched data, LeadWorks has generated thousands of high-quality leads, fueling their growth and business expansion.

BUSINESS GROWTH:

During our partnership, LeadWorks has experienced remarkable growth. Their employee size has increased by 42% over the past two years, a testament to the effectiveness of their lead generation efforts. While specific revenue figures were not disclosed, the evident growth of the company indicates a positive impact on their overall business performance.

THE VALUE OF OUTSOURCING DATA CLEANSING AND ENRICHMENT:

By outsourcing their data cleansing and enrichment needs to PurifyData, LeadWorks has effectively utilized their in-house team's expertise on sales and lead generation activities. They have been able to focus on their core competencies, maximize their resources, and achieve better results in generating quality leads.

CONCLUSION:

LeadWorks' collaboration with PurifyData for data cleansing and enrichment has proven to be instrumental in their lead generation success. By harnessing the power of accurate and enriched data, they have experienced significant growth and enhanced their targeting capabilities. This case study highlights the importance of leveraging data enrichment services to drive successful lead generation campaigns and business growth.
If you want to achieve similar results and unlock the full potential of your lead generation efforts, partner with PurifyData for comprehensive data cleansing and enrichment solutions.