The Customer

Aggreko plc provides specialist energy solutions on a temporary basis to companies all over the world. They work across a wide array of industries, with their products including gas and diesel generators, load banks, heaters and chillers. Headquartered in Scotland and with offices throughout Western Europe, the United States and Australia, as well as a smaller number of locations in Latin America, Africa, Asia and the Middle East, they are a truly global business and are also listed in the FTSE 250 Index.

The Challenge

Finding new businesses to contact

Like any good marketer, the team at Aggreko know the importance of a consistent stream of new prospects in order for their business to continue to be a top player in their industry. Obviously solely relying on a team of in-house employees to find these leads would take up a considerable amount of resources, so the logical solution was to find a provider who could supply immediate access to such information. However, although many company intelligence providers claim to be regularly updating their lists, in reality a lot of them contain stale and invalid data with no fresh profiles being added as frequently as they say. Ultimately, when searching for a company who could give them access to new businesses in Chile, Aggreko decided to turn to Global Database.

The Solution

New profiles added in real time

At Global Database we ensure that our clients have access to the freshest leads possible in order to constantly fill their sales pipeline with new prospects. How do we do this? Our patented web crawling technology constantly adds and updates profiles in real time, and our customers are notified of these changes via email so they are always among the first to know and able to fill their sales pipeline with new leads every day.

We also collect data from a wide range of authoritative sources including annual reports, telephone interviews, Companies House and stock exchanges, and then it is all displayed on our innovative platform in a clear and efficient way to ensure maximum ease of use. Of course, no matter how advanced out technology is, we believe that it can never totally replace human-verified means, and this is why we employ a team of over 100 in-house experts to meticulously validate our data every day.

The Results

The first to know about new business leads

By purchasing access to Global Database’s Chile database, Aggreko ensured that they get the chance to reach out to new businesses before their competitors. In the United States alone, 148 new businesses are set up every 60 minutes, and with Global Database our clients are able to cut out the time-consuming legwork of manually searching for contact details for each one. Because of this, Aggreko has given their marketing department the best possible chance of scoring new contracts and giving their overall revenue a boost. What’s more, with just one annual fee and no monthly or hidden charges they have access to the list for a whole year and can enjoy its constant updates without the worry of an unexpected bill.