The Customer

Dupont is a multinational chemical company with a vast array of product offerings. The brand was founded 215 years ago as a gunpowder mill and is now one of the largest science companies in the world, with over 60,000 employees. Their businesses span a wide range of areas, including electronic and communication technologies, performance materials, coatings and color technologies, and agriculture and nutrition.

For over two centuries the company has provided innovative solutions for a diverse set of global challenges, and has won numerous awards and accolades as a result. In 2016 alone they were named one of Forbes Magazine’s best American employers, Green Supplier of the Year by Yazaki and their Crop Protection won Best New Crop Protection Product or Trait in the Agrow Awards.

The Solution

Constantly Verified Data

At Global Database we know that having access to the best possible leads is crucial to a company’s success. Our data is taken from a wide range of authoritative sources and updated daily to ensure it is always as accurate as possible. Our innovative platform means that it is presented in a clear and efficient way so that busy marketers can quickly and easily find exactly what they need, and we also provide free exports to Excel with no limit to take the hassle out of designing email campaigns.

The Results

Better Leads to Drive Sales

By opting to purchase access to Global Database’s list of African food and beverage companies, Dupont gained a large quantity of prospects who were easier to reach than ever before. Any business knows that high quality leads ultimately equate to more sales, and therefore Dupont was given a real boost. Obviously no company intelligence provider can claim 100% accuracy, but with Global Database’s commitment to consistent checks and verifications, including those performed by a team of people in-house, Dupont can enjoy one of the highest accuracy ratings in the industry, and join other market leading companies such as Microsoft, Cisco and DHL who all put their trust in Global Database.

The Challenge

More Leads to add to Sales Pipeline

As with any business, Dupont knows the importance of a constant stream of new leads into the top of their sales pipeline. However, the real challenge comes in the form of sourcing high quality and up to date data. This becomes particularly important when the contacts required are a little more niche, which in this case was a database of food and beverage companies in Africa. Though other intelligence providers offered this information, in many cases the details provided were just not up to scratch; they were filled with incomplete, inaccurate data, including email addresses that were no longer in use. Dupont didn’t want to waste time having to manually validate all of their new data, so they needed a provider who could give them the most accurate data right off the bat. This in turn lead them to Global Database.

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