The Customer

Stanton Chase International is an executive search and consulting firm established in 1990. The company conducts and shares surveys and reports on a wide variety of topics within the employment niche, as well as useful insights and advice for those currently seeking employment. With nearly three decades in the industry the company has built up a reputation for quality and now works with independent firms across 46 countries worldwide and has over 73 offices.

The Challenge

Incomplete and outdated details

Stanton Chase was looking for company intelligence for the GCC countries. Although many providers claimed to have access to this data, it was hard to find one that offered the level of accuracy that the company needed in order to ensure that they were not only able to reach key decision makers and avoid gatekeepers, but also that their emails would successfully reach their contact's inbox. The company understood that having a high email bounce rate could risk their future deliverability rate, as well as potentially land them on an email blacklist; so finding a provider who could assure them that the data they purchased was up to date and valid was of the utmost importance, and is essentially the reason they chose to buy from Global Database.

The Solution

Constant checks and updates

Global Database is the market leader in business intelligence, and an essential tool for thousands of businesses worldwide. We have helped thousands of businesses across 32 industry verticals in 195 countries worldwide gain access to accurate data that has in turn increased their productivity and boosted their sales. We ensure our company intelligence is of the highest standard by completing regular checks and verifications, including those performed both by our patented web crawling technology which updates our profiles in real time and also our in-house team of experts who manually check for errors. As a result, we have an accuracy level of 99 percent; one of the highest in the industry, as well as an email deliverability rate of between 85 and 95 percent, something none of our competitors can claim. No reputable company in this industry would ever state that they have 100 percent accuracy, but with the commitment and resources that we put into ensuring our data is kept as clean as possible, we are basically as close as we can get.

The Results

Increase in leads/sales

By purchasing access to the GCC company database from Global Database, Stanton Chase International was provided with superior intelligence that has given them an edge over their competitors and a large number of quality prospects. Their database will continue to be updated every day ensuring that the top of their sales pipeline is always full and that their data never becomes stale. By becoming a valued customer of Global Database, they join the thousands of sales, marketing and finance professionals in market-leading companies including Microsoft, Avaya, Cisco, KPMG, Maserati, DHL, Dupont, Ivec, Caterpillar, Ipsos, Motorola Solutions, Experian and many more who have all enjoyed increased success because of our commitment to providing the best data available in the industry.

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