The Customer

Palo Alto is a California-based company that provides advanced security software to businesses. Their platform helps protect against cyber attacks with innovative firewalls and was created with the aim of providing a solution to the problem of allowing employees to safely use applications without risking company security. With thirteen years in the business, the company was founded by a former engineer who served in the prestigious Unit 8200 of the Israel Defense Forces.

The Solution

Accurate and up to date contact details

Global Database conducts consistent checks on all data to ensure all contact details are valid and up to date. With patented web crawling technology that adds and updates information in real time and daily updates, as well as an in-house team to manually validate data, we have been able to achieve an impressive accuracy of 93% - one of the highest in the industry. We also collect data from annual reports, telephone interviews, web research, Companies House and public filings /stock exchanges, so that we can offer complete information that enables our customers to get through to the right people. By purchasing a database from Global Database, Palo Alto also gained the opportunity to create efficient email campaigns, with free and easy data exports to Excel with no limit, and email addresses that are validated every 30 days, giving a deliverability rate of between 85% and 95% - something that no other company intelligence provider can claim.

The Challenge

Increase sales pipeline potential

All businesses need new leads in order to survive, but acquiring them in large quantities can be difficult. This was the challenge facing Palo Alto, who were looking business contact details in South Korea and Australia. With several other company intelligence providers in the running, one of the difficulties that they faced was deciding which one offered exactly what they needed. With certain providers offering unsatisfactory data that was inaccurate, outdated or incomplete, the company ultimately chose Global Database to solve their problem.

By purchasing access to Global Database’s commitment to providing accurate data meant that was able to find the complete and valid contact details that they needed.

Erik Bower
VP Marketing

Increased sales potential

Global Database's commitment to providing accurate data meant that Palo Alto was able to find the complete and valid contact details that they needed, ultimately meaning that they had access to better leads that in turn will lead to a better return on investment. Not only this, but with the time they saved looking for customer details that were either missing from their current database or no longer valid, they were able to put resources into more pressing matters. With all of this in mind, purchasing from Global Database represents excellent value for money; at 1,990 USD per country for a whole year, and with daily updates included, we are one of the most affordable company intelligence providers in the market. We are also one of the most trusted, our high accuracy levels and range of available data have made us an essential tool for many companies across the globe and in the FTSE 100.