

# CASE STUDY

BAUDRAND  
NEW TECH



## Baudrand New Tech - Time Savings and Better Prospecting Using InfoDataPlace



## **Introduction:**

Baudrand New Tech, a technology company, sought to expand its business operations in European Union (EU) countries by targeting Spring Manufacturers. Without sufficient understanding of its intended audience., Baudrand New Tech needed a data partner capable of quickly acquiring relevant and accurate data. This case study explores how Baudrand New Tech leveraged InfoDataPlace to achieve time savings and improve their prospecting efforts.

## **The Challenge:**

Baudrand New Tech faced the challenge of expanding its business operations in EU countries and connecting with Spring Manufacturers. However, they needed more knowledge of their target market and a data partner to acquire precise data swiftly.

## **Client Requirement:**

The client's primary requirement was to effectively connect with Spring Manufacturers across the EU and establish successful business operations.

## **Process:**

InfoDataPlace's data analysts thoroughly analyzed Baudrand New Tech's sales strategy and identified opportunities for improvement. Recognizing that the client's focus solely on European spring manufacturers might limit their potential, the data experts also proposed expanding the scope to include Metallic Wire-based companies. This adjustment broadened the client's target audience, aligning with their business objectives.

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The research process involved extensive analysis of the client's products and services, resulting in a customized solution tailored to their business needs. The data analysts at InfoDataPlace provided a comprehensive data set encompassing European spring manufacturers and Metallic Wire-based company contacts.

## **Delivery:**

InfoDataPlace delivered a comprehensive and actionable profiled data set to Baudrand New Tech. This dataset empowered the client to effectively market their products and services to their entire prospect market, saving them valuable time and resources.

## **Client Feedback:**

Baudrand New Tech expressed their satisfaction with the data provided by InfoDataPlace. They highlighted the high quality of the data and the positive impact it had on their prospecting efforts. The client acknowledged the newfound ability to connect with potential customers closest to their ideal targets, leading to increased confidence in their marketing strategies. They expressed a desire for further collaboration with InfoDataPlace in the future, appreciating the value they received from the partnership.


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## Conclusion :

By partnering with InfoDataPlace, Baudrand New Tech successfully addressed their challenge of expanding their business operations in EU countries and connecting with Spring Manufacturers. The comprehensive and accurate data provided by InfoDataPlace allowed the client to save time and improve their prospecting efforts. By broadening their target audience to include Metallic Wire-based companies, Baudrand New Tech expanded their reach and unlocked additional growth opportunities. The high-quality data delivered by InfoDataPlace played a pivotal role in the client's satisfaction and the success of their marketing initiatives.

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