

DiscoverOrg Expands its Database to Include UK Contacts

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DiscoverOrg, a three-time Inc. 500 company and provider of IT sales leads intelligence used by top technology vendors and staffing firms, announced last week that it had expanded its database of highly accurate, constantly refreshed intelligence to include UK contacts and organisations. The multi-award winning company has over 1,150 UK companies with over 20,000 qualified contacts on its industry-leading, accurate database and it grows daily building on an existing US database of 360,000 contacts in 17,711 companies.

“We have introduced a EU dataset to satisfy the needs of customers wanting to extend their market reach so they can take advantage of the European economic resurgence, particularly in the UK technology sector,” said Henry Schuck, co-founder and CEO of DiscoverOrg.

ServiceNow, a DiscoverOrg customer, began using the new EU database to supplement its subscription to DiscoverOrg’s North American datasets. “DiscoverOrg’s new UK information will make a big difference in our global growth trajectory,” said Prishana Rajput, a UK-based account development representative. “The timely details we receive through customised reports enable us to connect with prospects we otherwise wouldn’t have reached and already are helping accelerate our growth.”

The launch is timed to help IT vendors and staffing firms take advantage of the fastest upturn in EU technology business in a decade, evidenced by activity closely matching Nasdaq performance. IT hiring in Europe is also highly competitive; and with an over forty per cent increase in UK technology firms planning on hiring more staff, there will inevitably be a demand in access to skilled candidates.

“The new offering will help companies targeting IT organisations in the UK solve the Number One challenge sales and marketing teams face: getting in front of the right person at the right time with the right message. That means greater sales productivity, shorter sales cycles, more deals closed, and more effective marketing campaigns. The rich data we provide will also help staffing and recruiting professionals find the best job candidates, including those not actively looking for new positions.”

Like other DiscoverOrg datasets, the EU dataset has been hand-curated and will be refreshed constantly by in-house researchers through phone interviews, as opposed to webscraping or crowdsourcing. This personal approach ensures industry-leading accuracy.

“Our EU dataset launch means sales and marketing teams building business in Europe, and staffing professionals hiring there, can now benefit from the same quality of IT sales leads intelligence that we make available for North American business locations,” Schuck said.

The information, like all DiscoverOrg intelligence, is guaranteed to be at least 95 percent accurate; 98 per cent of its email addresses and organisational charts are verified, and direct-dial phone numbers are provided for more than 95 per cent of contacts. The information is completely refreshed every 90 days.

DiscoverOrg’s RealTime Triggers, alerting customers to immediate sales and staffing opportunities, will also now include opportunities at companies based in the UK.

DiscoverOrg’s IT sales leads intelligence solution recently earned G2 Crowd’s No. 1 customer satisfaction rating, based on customer reviews, and G2 Crowd recognised the company as a leader in the sales intelligence category. DiscoverOrg integrates seamlessly with Salesforce.com, SugarCRM, MSDynamics, NetSuite, Marketo and other popular CRM and sales automation platforms.