

Cover all bases using proprietary B2B lead list building

Quid[®]

THE CLIENT

Since it was established in 2008, Quid has aimed to ingest all the world's written content and allow users to quickly gain intelligence necessary for making more informed decisions. Quid reads and organizes massive amounts of text into visual, interactive views so anyone searching for the specific information can find it or better understand the broader landscape. Whether it's news, investment data, patents, product reviews, service calls or video transcripts, Quid can read it, sort it, and help turn it into actionable insight.



**A NEW WAY OF
OUTSOURCING
GROWTH**

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THE CHALLENGE

Quid wanted to free its sales team from time-consuming sales prospecting and data appending activities and allow it to focus on selling and business development. To further complicate things, Total Addressable Market for their product is quite specific, since it can be used by several departments within a single company.

They were looking for a partner which can find all fit decision makers and their contact information within target companies, and also help them uncover all of their subsidiaries or parent companies that might have been previously missed. Which is especially important since they were trying to both engage with new accounts and grow within current clients.

10,000+

**contact data with
less than 2% bounce
rate delivered within
10 months**

Quid is a dynamic product that is often intimidating upon first glance, so we rely heavily upon Market Republic to find us leads who will not only find use in the product but also are willing and ready to be early adopters. We run lean on our sales support team, so having such a capable and impactful partner is crucial to our success."

Tess Gilmore
Sales Associate at Quid

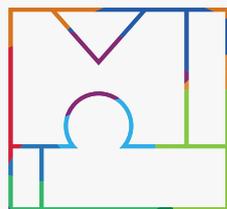
THE RESULT

206

**companies added
to the sales list
within 10 months**

Since August 2016 Market Republic has been using proprietary tools and procedures to create a list of companies which fulfill Ideal Customer Profile criteria set by Quid and to fill sales leads lists with relevant contacts based on seniority level, job title, department, etc. Market Republic has helped Quid explore many different verticals and markets – from CPG and retail to healthcare, education, media and more.

Outsourcing sales list building and data appending enable Quid to **GROW** their sales team at a **FASTER** rate.



**EMPOWER YOUR
GROWTH NOW**