

How many contacts should I select per company?

How Many Contacts Should I Select Per Company When Enriching Lists in Genesy?

When working with Genesy to enrich your contact lists, determining the ideal number of contacts per company is key to optimizing your outreach and data quality. Below, you'll find guidance to help you make the best decision for your specific use case.

Factors to Consider

- **Role Specificity:** The number of contacts you select should take into account the roles you are targeting. For more common roles (e.g., sales representatives or customer service agents), there will generally be a larger pool to choose from. Conversely, for specialized or niche roles, the pool of available contacts may be more limited. This makes it important to prioritize the positions most relevant to your goals.

Recommended Range of Contacts

- **General Recommendations:** Genesy generally advises aiming for 3 to 10 contacts per company. This range provides a balance between having enough diversity in roles without overwhelming your enrichment lists. A common suggestion is to strive for around 5 contacts per company, depending on the size and objectives of your outreach strategy.

Customizing Your Strategy

While the recommendations above provide a strong starting point, it's essential to customize your contact strategy based on the nature of your campaigns, company size, and industry specifics. For example:

- Smaller companies may require fewer contacts, as they tend to have fewer employees in specialized roles.

- Larger organizations may justify selecting more contacts to include representatives from multiple departments or regions.

By aligning the number of contacts with your goals, you can ensure efficient and effective list enrichment.

Related Topics

- Best Practices for Targeting Specific Roles in Contact Enrichment.
- How to Determine Key Positions for Your Marketing Goals.
- Tailoring Enrichment Lists for Different Company Sizes.