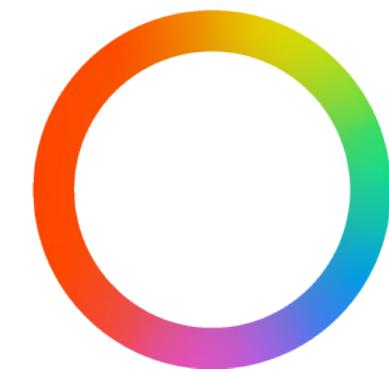


Case study: Effective lead generation for



Payoneer

immido



Introduction: Project Overview and Objective

The project was carried out for Payoneer, which set a clear goal:



to find targeted leads (companies and contact details of their C-level executives) matching a specific profile provided by the Founder.

Key search criteria:



Company size

medium or large-scale businesses.



Geography

companies from specific regions and countries.



Industries

targeted sectors relevant to the client (e.g., GameDev, Marketing SaaS, IT).

The task was to create a database of high-quality, up-to-date leads that met all the criteria and had a high potential for further engagement.

Tools and Approaches Used

To achieve the set goal, a comprehensive approach was chosen, using the following tools and methods:



Tools



Snov.io

Used to search for companies by size, industry, and region. Exported contacts, including emails of executives and managers.



SignalHire

Used to find and verify contact information of key company personnel – corporate emails, LinkedIn profiles, and other relevant data.



Tools



LinkedIn Sales Navigator

Provided deep audience segmentation using filters (company size, industry, region).



Hunter.io

Used for email validation to ensure contact accuracy.

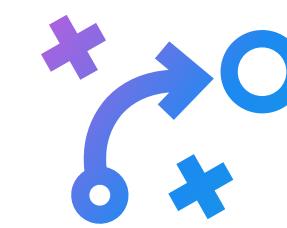


Apollo.io

Enabled detailed analysis of companies and their key decision-makers.

INFO BAZA

Served as an additional tool for contact search and verification.



Approaches



Contact validation



Contact verification through Snov.io, LinkedIn, Hunter.io to minimize errors



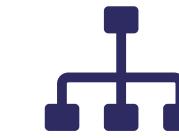
Ensuring all contacts were current and relevant



Regular database review



Database update to eliminate outdated records (including those previously owned by the client)



Structured workflow and process documentation



Weekly reporting with lead databases delivered to the client in structured tables

Results Achieved

Two main tasks were completed:

Searching for new contacts

Updating the existing database
(as many entries were outdated)



Leads collected

A database of

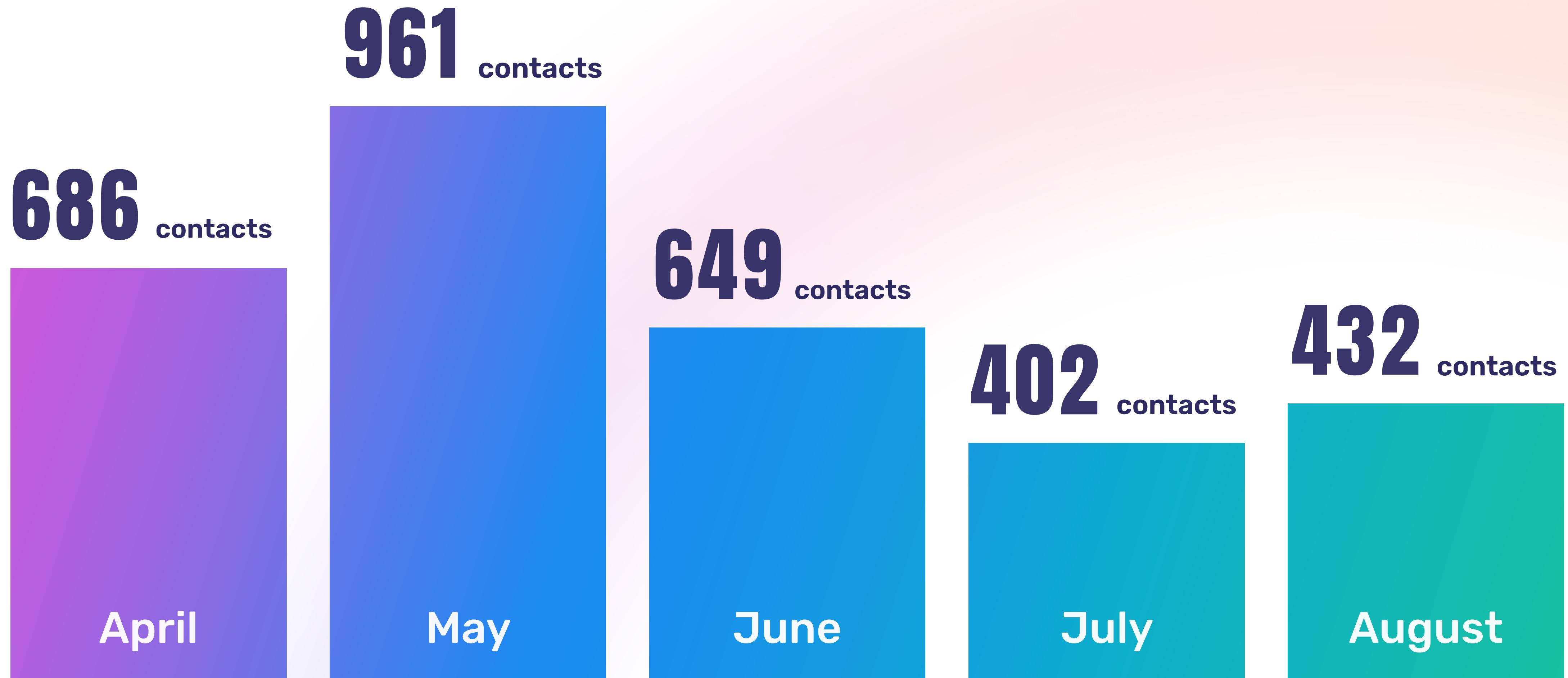
2050
companies

5000
contacts

was compiled, all meeting the specified criteria (e.g., 15–200 employees, regions: Europe and the Americas, industries: GameDev, Marketing SaaS, IT).



Data snapshot for 5 months





Lead quality

100%

of contacts were verified for accuracy.

Contacts included key decision-makers (CEOs, CFOs, Heads of Finance, and other relevant roles).



Execution speed

The project was completed within the agreed timeframe

8 months

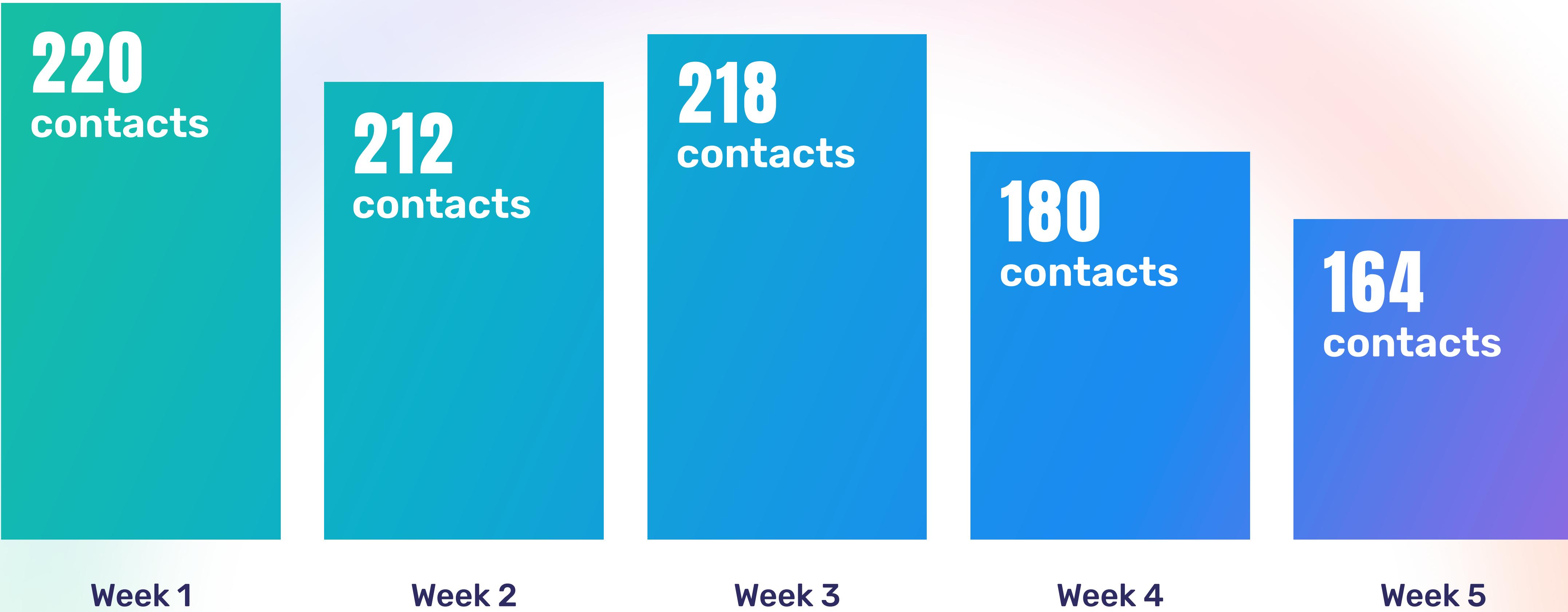
(collaboration continues).

200 contacts

On average, were identified per week.



Data snapshot for April





Client integration

The database was delivered in a structured **Excel format**, accompanied by **short weekly summary reports** at a fixed time and day each week.



Conclusions

Through the efficient use of tools such as **Snov.io**, **SignalHire**, **LinkedIn**, and others, along with thorough data analysis, all client requirements were successfully met.

The client received a **high-quality, targeted lead database**, which was later used for further customer acquisition.

This case demonstrates how a **well-structured approach to lead generation** allows businesses to quickly identify relevant potential clients, save time, and optimize resources to achieve their commercial goals.



Snov.io



hunter



Apollo.io



SignalHire



imido