



Creating a Pipeline of \$276.000 ARR OPPs (in 3 months)

Find out how we enabled worldwide sales on the LATAM, Europe and Asia markets by building targeted prospect lists and custom account and data sourcing services.

Industry: Business analysis, Software

Location: United Kingdom

Company size: \$10-50M revenue

87%

most successful open rate

80%

CTR for the first email

66

meetings with prospects

\$132.000

ARR of qualified opportunities

The Company

Purple WiFi is a UK-based technology firm operating globally. The company offers a WiFi platform through which businesses can surveil their analyse customer behaviour, and communicate with these clients through targeted messaging.

Purple.ai is the leading global WiFi analytics and engagement platform for intelligent spaces, the company prides itself on developing intuitive, powerful WiFi insight for venues and physical spaces.

They are among 100 fastest growing privately-owned tech companies in the UK.

Their services enable businesses such as McDonald's, KFC, Miami Heat and L'Oréal to leverage customer data in order to improve customer satisfaction and increase average spend per head.

The Challenge

Purple WiFi needed to grow its presence outside the UK & US markets. Target markets were Australia & New Zealand, EU, LATAM, and Asia.

Even though Purple WiFi was using several different lead generation tools and databases, their sales team was not satisfied with data quality.

Especially when it came to markets outside the US and UK, in which cases there was very little or no data to work with.

It was obvious - Purple reached the limitations of lead gen tools and databases, and they needed outsourced prospecting on a more custom, flexible, high-quality scale.

Purple was also looking for a partner that could tweak the search as needed and support any specific requests for additional data.

The Result

Market Republic team worked on top of the data sourced from a different platform, replaced decayed data and included more highly-targeted contact data of the buyer personas.

After just 3 months of cooperation Purple has seen huge growth as Market Republic team was able to:

- Follow specific ICP & Buyer Persona and deliver only the right prospects
- Be flexible from week to week and support any specific data sourcing requests

The Data Market Republic provided attributed to 66 total meetings with prospects across the globe.

Meetings were held with multiple national franchisers of leading fast food brands, some of the top five retailers in LATAM and leading hospitality companies in Spain.

The most successful outreach campaign yielded an 87% open rate with a whopping CTR of 80% for the first email. That's what happens when you combine precise data with an exceptional value proposition that Purple has.

From those 66 meetings, Purple WiFi managed to secure \$276.000 ARR of opportunities, out of which \$132.000 are qualified and \$144.000 are non-qualified.

This is what Richard Ellor from Purple said about our work:



We used DiscoverOrg and several databases to great extent, but when they had no data on our expanding market we had to look for alternatives. Market Republic is instrumental to our growth spurt because their data quality is outstanding. Our sales team is very pleased with 66 held meetings across the globe and 132.000 ARR of qualified opportunities, and that's just during these 3 months alone. Market Republic is not just another service provider, they truly act as a partner with a deep knowledge of the sales process.

RICHAARD ELLOR
Marketing Operations Executive

Ready to Empower Your Growth with Superior Data?

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