

A crosslists Case Study

Leading B2B Fintech Platform Achieves 13x ROI with Precision Business Data

AT A GLANCE

Proving that better data alone drives better outcomes.

By focusing on data freshness, growth signals, and human-verified accuracy, the campaigns identified businesses that were not just new, but ready to act. The client scaled volume by 70% across subsequent mailings while maintaining double-digit ROI and measurable revenue growth. Crosslists proved that when every record matters, data freshness and quality become profit levers - not costs.

KEY TAKEAWAYS

By leveraging the freshness and accuracy of Crosslists' Market-Ready data, the client enjoyed:



13x ROI

Outperformed the full campaign by 300%



LOWER COST

10-20% lower CPM than comparable sources



SCALED UP

Expanded from pilot volume to 400k+ records mailed

THE CHALLENGE

A national SaaS platform serving small and mid-size businesses wanted to improve the ROI of its direct mail acquisition program. Campaigns were performing consistently, but many list sources delivered diminishing returns - lower engagement rates, higher acquisition costs, and inconsistent LTV. They needed a data partner capable of identifying new and growing businesses most likely to convert, without increasing overall spend.

THE SOLUTION

Crosslists partnered with the company's marketing agency to introduce two proprietary **Market-Ready™** business data products:

- **NEW BUSINESSES ON THE RISE** - Newly-registered companies with high purchase intent
- **BUSINESS TRIGGERS** - Actively expanding firms showing signals of hiring or revenue growth

These data sets were integrated directly into existing campaigns, with no changes to creative, cadence, or offer - *proving that better data alone drives better outcomes.*

THE RESULTS

Both Crosslists files ranked among the Top 3 sources overall - delivering nearly 3x+ higher ROI and more than double the conversion rate of the average file in the client's media plan.

Metric	New Business On the Rise	Business Triggers	All Other Data (Average)
Estimated ROI (LTV:CAC)	13.0x	12.4x	4.2x
Conversion Rate	0.16%	0.12%	0.05%
Cost Efficiency (CPM)	10-20% Lower	10-20% Lower	-----
Attribution Period	180 Days	180 Days	180 Days

CROSSLISTS' MARKET-READY DATA

Crosslists Data addresses the need for quality marketing data for marketers nationwide - offering unique and powerful datasets across all markets.

Our Market-Ready datasets are updated weekly, cleaned, verified, standardized, and CRM-ready for deployment - ensuring you are getting the freshest, most accurate audiences to deliver your offer to.

For more than 20 years, leading B2B marketers have relied on Crosslists Data to deliver real measurable growth.

At Crosslists, we connect **real data** to **real people** to deliver **real results**.



Real Data...Real People...Real Results



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