

AT-A-GLANCE

A controlled test proving timing - not tactics - drives performance.

By isolating data as the only variable, the campaign demonstrated that reaching businesses earlier in the formation stage significantly improves acquisition outcomes.

No changes were made to:

- Creative
- Offer
- Channel
- Cadence

The only difference:

Access to Market-Ready New Business Formation and Trigger data.

This enabled earlier engagement, improved conversion efficiency, and materially higher ROI - proving that **when** you reach a business matters more than **how**.

KEY TAKEAWAYS

By leveraging Market-Ready Data to engage new businesses earlier in their lifecycle:



~3x ROI LIFT

Outperformed campaign average through earlier market entry



LOWER COST

10-20% lower CPM through improved timing and relevance



SCALED PERFORMANCE

Expanded volume while maintaining efficiency and conversion

Up to 13x ROI observed in top-performing segments

THE CHALLENGE

A national B2B fintech platform with an established SMB acquisition program began experiencing performance plateau despite consistent execution.

Campaign inputs - proven creative, competitive offer, established direct mail channel - remained stable. However, they were experiencing lower engagement rates, rising acquisition costs and inconsistent LTV.

The constraint was not execution - **It was data timing.**

METHODOLOGY: ISOLATING THE IMPACT OF TIMING

To measure the true impact of data timing, all campaign variables were held constant. The only variable tested: *The data source - specifically its ability to identify and reach new businesses earlier in their formation cycle.*

Crosslists introduced two Market-Ready datasets designed for formation-stage engagement:

- **NEW BUSINESSES ON THE RISE** - Newly-registered businesses with immediate purchase intent
- **BUSINESS TRIGGERS** - Actively expanding firms showing hiring or growth signals

These datasets enabled access to businesses as they entered the market or experienced changes - at the moment they entered the market.

THE RESULTS

Both Market-Ready datasets ranked among the top-performing sources in the campaign - delivering materially higher efficiency and conversion outcomes.

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

No changes were made to creative, offer, channel, or cadence. Performance lift was driven entirely by earlier access to new business formation.

CROSSLISTS' MARKET-READY DATA

Traditional data sources often reflect businesses after they are established—when vendor relationships are already forming and competition is higher.

Crosslists' Market-Ready Data is designed to identify businesses at the moment they enter the market.

- Weekly refreshed
- Human-verified
- Standardized and deployment-ready
- Built around formation-stage signals

This enables marketers to engage businesses when needs are emerging and decisions are being made—not after the opportunity has passed.



ENABLES FORMATION-STAGE MARKETING

Formation-Stage Marketing is the practice of engaging businesses at the moment of creation—before vendor relationships are established and before the market becomes saturated.

It shifts acquisition from:

Competing for attention

to

Establishing presence at the point of need

TO HELP MARKETERS BECOME A FOUNDATIONAL PARTNER

By reaching businesses earlier in the formation stage, the marketer is no longer one of many competing vendors.

They become:

- A Foundational Partner—engaging at the point where critical vendor decisions are first being made