Creating a customized database across untapped markets

About the client

Our client is a global financial services provider with over 200 years of industry experience. From core activities of lending money, accessing capital markets, making payments, and safeguarding client assets, to advising their clients on everyday transactions and investments in education and securities such as bonds and stocks- their core activities serve to help their clients overcome the toughest challenges and embrace lucrative opportunities.

Employee Size
210K

Headquarters
New York, US

Revenue
$74B
(as of March 2021)

Objective and scope

To optimize and streamline their operations, our client wanted to create an extensive database of key finance decision-makers in corporations, financial institutions, and MNCs (offices and subsidiaries) with a revenue of over $1 billion in China and Brazil.

The database will include the following parameters:

1. Company name
2. Website URL
3. Industry sector
4. Annual revenue (approximate)
5. Profit
6. Name and designation (of 3-5 senior decision-makers in the finance department)
7. Email address and contact phone number

Solution and approach

The firm approached Netscribes for its vast research coverage and experience working with firms in the financial services industry. Given the language barriers pertaining to the said geographical area of coverage, niche designation of key professionals, and lack of availability of reliable data on both paid databases and free searches, obtaining accurate, relevant, and comprehensive data was difficult.

Netscribes utilized proprietary databases and a combination of primary and secondary sources to create a comprehensive database of CFOs and other key decision-makers in the finance department of approximately 1,400 companies in China and 500 companies in Brazil. The research was conducted in two phases:

Phase 1: Scoping the total target market based on publicly available information

The extensive list was presented in an excel based spreadsheet format and included the following information that was scoped from publicly available data:

- Company name
- Company size (revenue)
- Company type (corporation, financial institution, etc.)
- Title and role, etc.

Companies will include corporations, financial institutions/investment companies, and companies within the public sector with annual revenue of $1 billion or more.

Key sources included: Forbes 2000 List, CapIQ, OneSource, Internet, LinkedIn, and other secondary sources.

Phase 2: Narrowing down and defining the database

The targeted executives include CFOs and financial decision-makers (defined by primary (or shared)) decision making for any of the following business areas:

- Transactional services
- Raising capital
- Investment banking (mergers and acquisitions or institutional investing)

Key financial decision-makers to be included in the database can assume the following roles within the headquarters and subsidiaries of the listed companies as defined previously:

- CFO
- Director of Capital Markets
- Vice Presidents/Senior Vice Presidents of Finance
- Treasurers
- Cash Managers
- Dealer/trader, etc.

Below is a representation of the data of decision-makers in one company- presented in an excel spreadsheet format:

S. No.	Name of company	Website	Sector	Revenue, US$ million	Name of executive	Title	Location	Phone	Email Address	Remarks
						Chief Financial Officer		xxxx	xxxx	
						Chief Accounting Officer		xxxx	xxxx	
						Director of Credit at Bradesco Bank		xxxx	xxxx	
1	Banco Bradesco SA	http://www.bradesco.com.br/html/classic/index.shtm	Bank	96,827.30		Managing Director - Credit	São Paulo, Brazil	xxxx	xxxx	
						Diretor de Crédito		xxxx	xxxx	
						Managing Director, Head of M&A - Bradesco BBI		xxxx	xxxx	
						Chief Investment Officer, Bradesco Templeton Asset Management		xxxx	xxxx	
						Head of Project Finance, Bradesco BBI		xxxx	xxxx	

Benefits

Netscribes provided the client with an extensive database of customized data tailored in accordance with the client's requirements. The client obtained detailed and up-to-date information across the relevant parameters. The specialized database curated, not only eradicated junk and duplicate data but also led our client to experience high conversion rates.

Armed with comprehensive and high-quality data, our client was successfully able to save both time and effort, while gaining optimum results.

Turbocharge your strategic initiatives with high-quality, relevant, and research-driven database lists using Netscribes Data and Information solutions

Contact us

www.netscribes.com