



# DATA-DRIVEN B2B OUTREACH MODELS FOR ENHANCING LEAD QUALITY IN IT SERVICES: AN EMPIRICAL STUDY AT PROMACT INFOTECH PVT. LTD.

**Mr. Aditya Kumar**

MBA 2nd Year (Marketing & Sales)

Amity Business School, Amity University Mumbai

**Under the Guidance of**

**Dr. VISHAL CHAVAN**

Assistant Professor

Amity Business School, Amity University Mumbai

**Prof. (Dr.) Bhawna Sharma**

Director- International Affairs & Programs,

Officiating HOI Amity Business School,

Amity University Mumbai

## ABSTRACT

This study explores how data-driven B2B outreach methods influence lead quality and client acquisition in the IT services sector. The research is based on a practical internship conducted at Promact Infotech Pvt. Ltd., where digital prospecting tools such as Apollo.io, LinkedIn Sales Navigator, CRM workflows, and structured email sequences were used as part of the company's outbound sales process. Over the course of the internship, more than 500 emails, 200 LinkedIn engagements, and 150 cold calls were executed.

The findings suggest that prospects showing clear buying intent respond far more positively compared to cold lists. Personalised communication based on technographic insights also performed better than generic messaging. Tools that provided verified contact details, especially direct mobile numbers, substantially improved call connection rates. Overall, the study shows that a well-organised outreach system—with clear segmentation, timely follow-ups, and accurate data—can noticeably improve the quality of the leads entering the sales funnel.

**Keywords:** B2B Lead Generation, Intent Data, Technographic Targeting, IT Sales, CRM Workflows, LinkedIn Prospecting, Email Outreach

## 1. INTRODUCTION

For IT service companies working in competitive global markets, finding qualified leads consistently is a major challenge. Unlike inbound marketing, which depends on attracting customers who are already searching for solutions, outbound sales requires identifying the right companies, approaching the right decision-makers, and presenting the organisation's capabilities in a compelling way. This process becomes

complex when teams work with thousands of prospects across different industries and technology stacks.

Promact Infotech Pvt. Ltd.—a product engineering and digital solutions company—relies heavily on outbound B2B outreach to build relationships with clients in the US and Europe. During the internship period, I had the opportunity to work closely with the Business Development team and observe how digital tools are used in real-time. What stood out was how much difference high-quality data and personalised messaging made in improving outreach performance.

This research paper uses these on-ground observations, combined with quantitative data collected during outreach activities, to understand how data-driven strategies can be applied more effectively in the IT services industry.

## 2. SIGNIFICANCE OF THE STUDY

This study holds importance for several reasons:

- IT firms increasingly depend on outbound sales to acquire international clients, but many still struggle with inconsistent data and ineffective targeting.
- The internship offered a hands-on view of how sales teams actually use tools like Apollo.io and LinkedIn Sales Navigator—not just theoretically, but in daily work.
- The research highlights how segmentation, contact verification, and personalisation impact real outreach outcomes.
- It provides a practical framework that similar organisations can implement without needing major structural changes.
- The findings also contribute to ongoing discussions about how AI-assisted tools, technographics, and intent signals are reshaping B2B sales processes.

Overall, this study bridges academic understanding with practical field experience.

## 3. LITERATURE REVIEW

Several studies emphasise the growing importance of personalised outreach in B2B environments. According to Gartner's recent reports, buyers increasingly prefer vendors who understand their challenges and communicate with relevance. HubSpot's marketing insights also highlight that follow-ups sent across multiple channels tend to perform better than one-off emails.

Industry-specific writing from Demand base and 6sense explains how technographic data helps sales teams identify prospects who are more likely to need modernisation or engineering support. For example, knowing whether a company uses an older front-end framework can guide outreach messaging towards migration services.

Academic work by Agnihotri et al. has shown that social platforms, especially LinkedIn, play an important role in establishing credibility and opening conversations with decision-makers.

Together, these studies suggest that modern B2B sales processes are shifting away from mass outreach and moving towards more data-driven, personalised, and multi-touch approaches.

## 4. RESEARCH METHODOLOGY

### 4.1 Research Design

A descriptive and analytical approach was followed. Both qualitative reflections and quantitative performance data were used to understand outreach effectiveness.

## 4.2 Data Collection

### Primary data:

- Email outreach logs
- LinkedIn engagement statistics
- Notes from cold calling sessions
- Internal CRM activity history
- Discussions with senior Business Development executives

### Secondary data:

- HubSpot and Gartner reports
- Apollo.io documentation
- Technographic and intent data reading material
- IT sales benchmarks published online

## 4.3 Sampling

The prospect list mainly included mid-market companies based in the United States, with estimated revenue between \$10M and \$50M. Around 700 prospects were selected using filters such as industry, job role, company size, and technology stack.

## 4.4 Analytical Tools

- Apollo.io (for intent signals and verified data)
- LinkedIn Sales Navigator (for behavioural insights)
- CRM analytics (for tracking the outreach life cycle)
- Excel (for analysing open, reply, and meeting rates)

This combination allowed the outreach process and its results to be studied from multiple angles.

# 5. RESULTS AND ANALYSIS

## 5.1 Impact of Intent Scores

Prospects with higher intent—such as visiting related websites or actively searching similar services—performed much better:

- **62% open rate**
- **12.5% reply rate**
- **4.2% meeting conversion**

In comparison, cold prospects rarely engaged unless multiple follow-ups were sent.

## 5.2 Technographic-Based Personalization

Personalising messages according to the company's tech stack strengthened relevance.

- Generic emails: **1.8%** reply rate
- Technographic-oriented emails: **8.4%** reply rate

The difference was noticeable and reflected in real conversations during the internship.

### 5.3 Outreach Channel Performance

The combined use of email, LinkedIn, and calling produced the strongest results:

- **Email open rate:** 45%
- **LinkedIn response rate:** 10%
- **Call connection rate:** 22% (mostly due to mobile-verified data)

Cold calling had the highest variation, but direct mobile numbers increased success dramatically.

### 5.4 Conversion Funnel

During the campaign:

- 450 emails were sent
- 200 were opened
- 25 generated replies
- 12 led to positive conversations
- 4 resulted in scheduled meetings

These numbers match typical conversion patterns observed in the IT services sector, especially in outbound sales.

## 6. DISCUSSION

The analysis shows that outbound outreach is most effective when the team focuses on quality rather than volume. Several takeaways emerged from the internship:

- **Data quality matters more than quantity.**

Many emails bounce simply because of outdated or inaccurate information. Verified emails and mobile numbers significantly changed the results.

- **Relevance improves trust.**

Prospects responded better when messages reflected an understanding of their industry or technology stack.

- **Consistency is essential.**

Most replies came after the third or fourth follow-up. This reinforces the need for structured sequences rather than one-time outreach.

- **LinkedIn helps build credibility.**

Decision-makers who ignored emails sometimes responded on LinkedIn because the profile creates a more personal impression.

- **Intent signals reduce guesswork.**

Instead of randomly reaching out, intent scoring helps identify who is more likely to engage at a given moment.

Overall, the internship experience demonstrated how theory from sales literature aligns closely with what works in practice.

## 7. CONCLUSION

The study concludes that data-driven B2B outreach strategies are essential for IT service companies aiming to generate reliable sales opportunities. When structured properly—using clean prospect lists, personalised messaging, and multi-touch communication—outbound sales can be both productive and predictable. The internship at Promact Infotech showed that even small improvements in targeting and messaging can lead to better engagement and more meaningful conversations with potential clients.

By adopting a systematic approach and using tools effectively, IT companies can improve both the quality and quantity of leads entering their sales pipeline.

## 8. RECOMMENDATIONS

### Strategic Recommendations

1. Apply an Account-Based Marketing (ABM) approach for high-value companies.
2. Develop industry-specific outreach templates based on case studies.
3. Introduce video-based outreach for senior decision-makers.

### Operational Recommendations

1. Refresh prospect databases every quarter.
2. Use multi-step email sequences with timed follow-ups.
3. Strengthen CRM automation to avoid missed follow-ups.
4. Combine email, LinkedIn, and calls for a complete outreach approach.

## 9. REFERENCES

- HubSpot. (2025). *State of Marketing Report*. HubSpot.
- Gartner. (2024). *Understanding the B2B Buying Journey*. Gartner Research.
- Demandbase. (2023). *Technographic Data: A Practical Guide for B2B Marketers*.
- 6sense. (2024). *Buyer Intent and Predictive Intelligence Report*.
- Agnihotri, R., Dingus, R., Hu, M., & Krush, M. (2022). *Social media and B2B sales: A review and research agenda*. Industrial Marketing Management.
- Promact Infotech. (2024–2025). *Internal CRM and Outreach Logs* (Used with permission).

