

# CASE STUDY:

## Container xChange



Container xChange is the world's first online marketplace for container logistics – connecting users and suppliers of container equipment in a neutral and open platform.



### Challenges

Container xChange needed to find sea freight companies to prospect. Finding the right type of business was proving difficult using other sources of data. Container xChange needed a solution that could identify its true Total Addressable Market.



### Solution

Using the RoyaltyRange database, Container xChange was able to find and source information on previously hidden businesses in its Total Addressable Market. The company's sales team achieved this by using RoyaltyRange's keyword approach.



### Results

Container xChange was able to acquire 15,000 previously unknown businesses in its Total Addressable Market, making it possible for the business to increase both its revenue and market share.



# CASE STUDY:

## RV Recruitment



### Challenges

RV Recruitment needed to find new markets and businesses to target. Finding the ideal customer was a long, drawn-out process and was becoming detrimental to their go to market strategy.



### Solution

Using the RoyaltyRange Database, RV Recruitment were quickly and efficiently able to produce highly targeted lists of businesses that matched their ideal business profiles, as well as understand key decision makers to target.



### Results

RV Recruitment were able to target businesses faster and with greater success, decreasing the time they spent on outreach and increasing the amount of businesses they converted to customers.

