



How SPL Group **Reduced** **Research Time by 80%** Without Sacrificing Lead Quality



25%
more
coverage



32%
Increase in
Qualified Leads



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“SalesIntel has completely transformed our prospecting process. The human-verified data ensures we reach the right decision-makers, while the ability to filter by tech stack has been a game-changer for targeting. With their seamless platform and dedicated support team, SalesIntel has become an invaluable partner in our growth.”

Business Development Lead,
SPL Group

Overview:

You know you're in trouble when it takes longer to find a prospect than it does to ship a package across the country.

That was the daily grind for the team at SPL Group, a fast-moving third-party logistics (3PL) provider that ironically couldn't get its own outbound prospecting moving fast enough.

They had the shipping tech. They had the warehouse network. But finding decision-makers? That took detective-level patience and a lot of tabs open at once.



The Challenge:

When
Prospecting
Becomes a
Logistics
Problem of Its
Own

For a company that prides itself on streamlining logistics, the irony wasn't lost on SPL Group.

They were trying to reach businesses using specific eCommerce and logistics technologies like Shopify, Magento, and ShipStation. However, their existing data provider gave them results that were, let's just say, more confusing than a misplaced shipment.

Here's what was slowing them down:

- **Data Accuracy Issues**
 - SPL Group found that the contact details in their database often led to dead ends. Reps were either reaching out to outdated contacts or dialing into black holes. Every wrong number was another five minutes lost and over time, that adds up.
- **Ineffective Search Capabilities**
 - Trying to filter companies by industry or need felt more like a guessing game. Imagine trying to find companies using shipping tech but only being able to filter by employee count. It's like looking for a forklift in a toolbox.
- **No Technographic Filtering**
 - Their ideal prospects used specific logistics tools, but there was no way to zero in on those tech stacks. Without this filter, SPL Group couldn't create targeted lists. They were left casting a wide net and catching the wrong fish.



The Solution: Getting Specific, Smart, and Seriously Efficient with SalesIntel

That's when SPL Group made the switch to SalesIntel.

No big promises. Just better data, cleaner filters, and a platform that didn't require a training manual the size of a warehouse manual.

Here's what made the difference:

- **Human-Verified Data**
 - With 95%+ accurate, human-verified contacts, the team could finally trust what they were seeing. If the database said someone was the Director of Logistics, it wasn't a guess, it was verified by a real person. That cut down on the wild goose chases and upped their connect rates significantly.
- **Technographic Filters That Actually Work**
 - Now, instead of scrolling endlessly, reps could filter by the exact tools they wanted to target, for the likes of "show me companies using ShipBob or Shopify." It made every search more intentional and every outreach more relevant.
- **Prospecting Without the Multitasking Circus**
 - With the SalesIntel Chrome Extension, reps could prospect as they browsed. No copying, pasting, or jumping between platforms. The tool surfaced contact info and tech data directly on the company's site or LinkedIn profile. That's prospecting in one tab. Just how it should be.
- **Real People, Real Support**
 - SalesIntel didn't just hand over the keys and walk away. A dedicated account manager and a responsive support team ensured smooth onboarding. Every question had a real answer, not a help doc from 2012.



The Results: Less Time Searching, More Time Selling

After implementing SalesIntel, SPL Group's prospecting process got a serious tune-up.

Data Accuracy Improved by 26%

No more chasing ghost leads or emailing generic inboxes. Every connection attempt was smarter, and the bounce rate dropped noticeably.

80% Reduction in Research Time

What once took hours now takes minutes. Reps stopped acting like researchers and started acting like sellers again. That time savings directly fed into pipeline growth.

25% more coverage of the right targets

32% Increase in Qualified Leads

With better filtering and clearer insights, outreach became more tailored and more effective. The right message landed with the right people.

Smoother Day-to-Day Prospecting

The Chrome Extension and user-friendly platform made prospecting part of the natural workflow. It didn't feel like a chore. It felt like part of the strategy.

Conclusion: From Guesswork to Growth

SPL Group didn't need more data. They needed better data and better ways to use it.

With SalesIntel, they found both. The team now spends less time wondering if they're reaching the right people and more time actually reaching them.

SalesIntel didn't just clean up their process. It gave their sales engine the fuel it needed to finally run at the speed of logistics.



Don't just be inspired by results,
create your own. If this success story
sparked ideas, let's turn them into action.
Request your demo today and get a
walkthrough tailored to your goals.

[Request a Demo](#)