

CASE STUDY

How This Top Growing ABM Platform Slashed Data Costs by 50%

Summary

A rapidly growing account-based marketing (ABM) platform generating \$50-60M in annual revenue transformed its data operations by switching from a traditional data broker to Five By Five Data (5x5). This transition eliminated costly per-transaction fees, improved data accuracy, and streamlined their data integration processes while significantly reducing operational costs.



Before partnering with 5x5, we spent hours every month reconciling data from multiple sources while watching our margins shrink due to transaction fees. Now, the team can focus on what matters — delivering value to our customers. 5x5's model hasn't just reduced our costs; it's transformed how we think about data partnerships.

Senior Product Director, Leading ABM Platform



Challenge

As a mid-market ABM platform, the company's success hinged on its ability to help businesses identify and target high-value accounts while creating personalized marketing campaigns aligned with sales objectives. However, their relationship with a well-known public data provider was creating significant operational and financial challenges:

1. **Rising Costs:** Per-transaction fees and revenue-share agreements were eating into profit margins as the platform scaled.
2. **Data Quality Issues:** Despite premium pricing, data accuracy and coverage weren't meeting customer expectations.
3. **Complex Integration:** Multiple API queries were required to access different data types, creating unnecessary technical overhead and latency.
4. **Resource Drain:** Their team spent excessive time on data administration and manual record matching.



Solution

After evaluating several options, the company joined Five By Five in 2024. The transition provided immediate access to an interconnected identity graph encompassing:

- ⬡ **B2B contact data:** Monthly updates that keep the data refreshed.
- ⬡ **Universal person ID:** A single, comprehensive view of a person across all standard B2B and B2C data products to increase digital activation, recognition, and fill rates.
- ⬡ **IP and cookie-based data**

B2B Full Contact Counts		
	A	B
1	Version: 5.14.0	Counts
2	Universal Person ID	129,689,598
3	First / Last Names	129,689,598
4	Business Email	87,592,091
5	LinkedIn URL	91,669,108
6	Mobile Phone	35,542,626
7	Direct Phone	42,417,246
8	Job Title	119,300,255
9	Department	93,433,324
10	Seniority Level	115,217,227
11	Email Validation	52,087,535

Key benefits of the new licensing model included:

- ⬡ Elimination of revenue sharing requirements - data is a fixed cost
- ⬡ Seamless transitions between different data types
- ⬡ Full file delivery without the need for APIs
- ⬡ Improved data accuracy and coverage
- ⬡ Reduced administrative overhead



Results

Within the first six months of implementation, the company achieved:

- ⬡ 50% reduction in total data costs through elimination of revenue sharing
- ⬡ 200% improvement in data resolution rates
- ⬡ Reduction in time spent on data administration
- ⬡ Faster customer onboarding due to streamlined data access
- ⬡ Significant improvement in customer satisfaction scores related to data quality

Looking Ahead

The ABM platform is now exploring additional data sets available through Five By Five to expand its service offerings and enter new markets. The scalable nature of 5x5's model means it can grow its data usage without the traditional cost implications of broker-based models.

Ready to transform your data strategy?

Join the world's most trusted data partner and discover how 5x5 can power your possibilities.