DataFox

Rainforest QA uses DataFox to find new accounts and enrich missing fields for more efficient prospecting.

⚙ Challenge

Finding the right new prospects for outbound sales can be challenging. Rainforest QA, a platform that provides on-demand manual QA-as-a-Service, was looking for a sustainable solution for outbound pipeline generation when they discovered DataFox.

Rainforest QA selected DataFox as their sales intelligence partner for finding new accounts and enriching missing fields for more efficient prospecting.

💡 Solution

Unlike other sales intelligence tools that Rainforest QA evaluated, DataFox is able to deliver:

Hard-to-find account data. Web content is the best source for prospecting insights: conference participation, job postings, blogs, etc. DataFox ingests and verifies millions of data points from the web every day, providing users with the best, most up-to-date account insights available.

Truly new prospects. By filtering out existing customers and prospects in DataFox, Rainforest QA is able to find new prospects that meet their ideal customer profiles in seconds.

Easy account prioritization. Growth signals such as funding and executive hires are significant indications of buyer behavior. Rainforest QA uses DataFox's company growth scores and signals to prioritize account outreach.

🌱 rainforest

Rainforest QA highlights:

- "With all the new prospects that DataFox has uncovered, Rainforest QA was able to scale our outbound sales development team from **2 to 12 members,**" said Business Team Member, Jake Biskar.

- "If you want to have a fully functional SDR team, you need a good data tool. We chose DataFox, for the comprehensive data and because it is such a clean prospecting tool."

About Rainforest QA
The Rainforest Continuous QA Platform provides on-demand manual QA-as-a-Service so that agile and continuous deployment teams can develop software quickly without compromising quality.

📈 Results

"Building a sustainable prospecting engine is incredibly challenging. DataFox is a critical part of our opportunity sourcing process," said Biskar,

"We love DataFox, that's where our whole process starts," said Biskar when describing DataFox's role in their tech stack and sales prospecting process.

> *DataFox is laser-focused on finding the best prospect information and cleanest data possible.*

–Jake Biskar
  Business Team Member at Rainforest QA

DataFox Company Signals