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C U R B I O CASE STUDY



10000+
Leads Data

- **Client**
Curbio
- **Year**
2022
- **Website**
www.curbio.com

Customer Story

Curbio is a unique business that provides a simple home improvement solution that eliminates the stress of getting homes market-ready. Curbio's approach gives real estate agents and homeowners the ability to perform pre-listing modifications simply, thus alleviating pain points associated with valuing the property before selling it.

Curbio encountered obstacles in its mission to revolutionize home renovations. They needed a data extraction provider that specialized in precision marketing and could deliver real estate leads in the specified area of the target audience in the United States.

The client elected Exotto as an extraction partner and assigned Exotto to extract data from 10,000 prospects, specifically in the Real Estate industry, particularly from the United States.

The Solution

- **Targeted Data Extraction:** Used LinkedIn Sales Navigator to search and filter for prospects that fall into specific industries, geographic regions, and relevant job titles along with a few other metrics.
- **Quality Assurance:** Employed strict procedures of verification to reduce the chances of information being out of date or incorrect and ensure that the information collected was relevant and accurate.
- **Compliance & Standards:** Followed legal frameworks of international data sourcing, Curbio's guidelines, and ethical standards associated with data collection, just to make sure that all information extracted was legal and of good quality.
- **Seamless Delivery:** Supplying the information in an organized well-structured dataset that is easy to grasp by the client for greater lead nurturing.

Challenge

- Extracting precise and relevant information from over 10,000 real estate professionals and companies based across the United States.
- Making certain the data was valuable for Curbio's specific niche business for better lead targeting.
- Following international data extraction and privacy laws while maintaining accuracy and speed.

The Results

- **10000+ Leads Data in one week less than the anticipated time.**

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By partnering with Exotto, Curbio overcame challenges, achieved remarkable results, and positioned themselves as industry leaders.

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