taskdrive

How Kentik used over 100k quality leads from TaskDrive to grow their business

kentik.

Meet Kentik

Kentik is one of the biggest data platforms that helps businesses turn real-time network traffic data into a valuable asset. Combining comprehensive analytics with business context, Kentik helps optimize performance, reduce costs, and increase revenue.

Challenge

Finding specific people with detailed contact information, or specific technology users.

Solution

- ✓ 2 to 5 dedicated Lead Researchers, depending on the number and size of the project
- ✓ A Customer Success Manager
- ✓ A QA team

Results

✓	✓	✓
Over 60 projects	**118k quality leads**	**Keeping busy a team of 5 SDRs**

"Working with TaskDrive is kinda like having a crew that's ready to take on any project that we have in mind. It's like flipping a switch - when we have a big project you just add more researchers at no time."

Tom Grissinger
HEAD OF DEMAND
GENERATION AT KENTIK