

Know the list before you work it.

Company names, missing addresses and uncertain records make a campaign harder to trust. Prepare an evidence-backed list with the gaps left visible.

A blank is better than a convincing guess.

The Ripen enrichment service records what is known, where it came from and what still needs review. A found address is not permission to contact.

Establish the company

Research domains and headquarters from traceable sources. Distinguish group headquarters from local entities and flag international offices. Keep ambiguous company matches unresolved.

Prepare the person

Separate published addresses, evidence-based inferences and provider results. Check mailbox status, review possible duplicates and apply agreed ownership and exclusion rules.

Get a master you can explain

Keep original records and row identities. Add sources, qualification, reasons and review status. Produce a separate candidate export so held or excluded people remain visible in the master.

Start with a scoped preparation pilot

Agree the fields, source priorities, budget and acceptance rules. Review coverage and unresolved records before expanding. Personal location and contact eligibility remain separate from company HQ.

A scoping fee, then a charge per record. Provider fees are passed through at cost plus handling.

Largely built and tested on a 5,000-company conference list. Delivery is scoped individually; embedded provider integrations and commercial agreements remain subject to approval.

Talk to Andy about preparing your next list

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