List of 4,000 contacts — matched to the CRM

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Fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **Nothing has been sent.** The CRM match happens before the first message, not after the first reply.

What the match gives

Segment	Contacts	What it changes
Already in the CRM	**410**	A first-contact message would be the weakest possible
of which an exchange within 12 months	**63**	**They were talking to you six months ago**
Former clients	**78**	A different message, and a different sender
Tight target, with a recent signal	**140**	**Usable today**
Remainder	3,372	Awaiting the vendor's answer

> **63 contacts on the bought list were talking to you less than a year ago.** Sending them a cold outreach message is the one case where automation does objectively worse than a human who had looked.

What was measured on the 410 already known

Measure	Value	Cautious extrapolation to 4,000
Address differs from the CRM	**97 of 410**	≈ 24%
Changed role according to your notes	**31 of 410**	≈ 8%
Identical and current	282 of 410	≈ 69%

> **A quarter of stale addresses is not just waste: it is a risk to your later sends.** A high bounce rate degrades your sending domain's reputation — and the 140 good contacts land in spam with the rest.

The 140, and what qualifies them

Criterion	Count
Company size in your target	140
Sector in your target	140
Recent signal: role opening	**61**
Recent signal: funding round	**44**
Recent signal: change of leadership	**35**

The sequence prepared for these 140 names the signal in the first sentence. That is what distinguishes a personalised message from a message with a first name in the right place.

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