

CASE STUDY:

Container xChange



Container xChange is the world's first online marketplace for container logistics - connecting users & suppliers of container equipment in a neutral & open platform



Challenges

Container xChange needed to find sea freight companies to prospect to. Finding the right type of business was proving difficult using other sources of data. Container xChange needed a solution that could identify their true Total Addressable Market



Solution

Using the RoyaltyRange database, Container xChange were able to find and source information on previously hidden businesses in their Total addressable Market. This was achieved utilizing the RoyaltyRange key word approach



Results

Container xChange were able to acquire 15,000 previously unknown businesses in their Total Addressable Market. This will result in an increase in revenue and Marketshare for their business

