CASE STUDY 2026
Divescale

GTM DATA INTELLIGENCE

Waterfall

A unified go-to-market data platform that aggregates 30+ enrichment sources into a single API. Built for revenue teams who need accurate, complete, and continuously updated B2B contact intelligence at scale.

CLIENT	DELIVERED	STACK
B2B Data Intelligence	2026	Python, PostgreSQL, AWS

CHAPTER 01 THE PROBLEM

The Data Fragmentation Tax

Revenue teams depend on accurate contact data. Before Waterfall, that meant managing multiple vendor contracts, inconsistent schemas, and stale records. The cost was not just financial. It was operational drag.

1

Vendor Sprawl

Sales operations maintained 5 to 10 separate vendor contracts, each with its own API, authentication, and billing cycle. No single source covered all markets.

2

Stale Records

Contact data decayed at 30 to 40 percent annually. Bounce rates climbed. Phone numbers disconnected. Sales reps wasted hours on unreachable prospects.

3

Integration Debt

Engineering teams spent weeks wiring each new vendor into CRM and data warehouses. Every schema change required another sprint.

4

Coverage Gaps

Regional vendors excelled locally but failed internationally. Teams accepted incomplete profiles or bought redundant licenses to fill the gaps.

$47K-$156K
Annual vendor spend per 5-person team

30-40%
Annual data decay

3-4 weeks
Per vendor integration

8-15%
Email bounce rates

CHAPTER 02

The Platform In Detail

Divescale replaced fragmented vendor management with a single GTM intelligence layer that aggregates, verifies, and delivers contact data at scale.

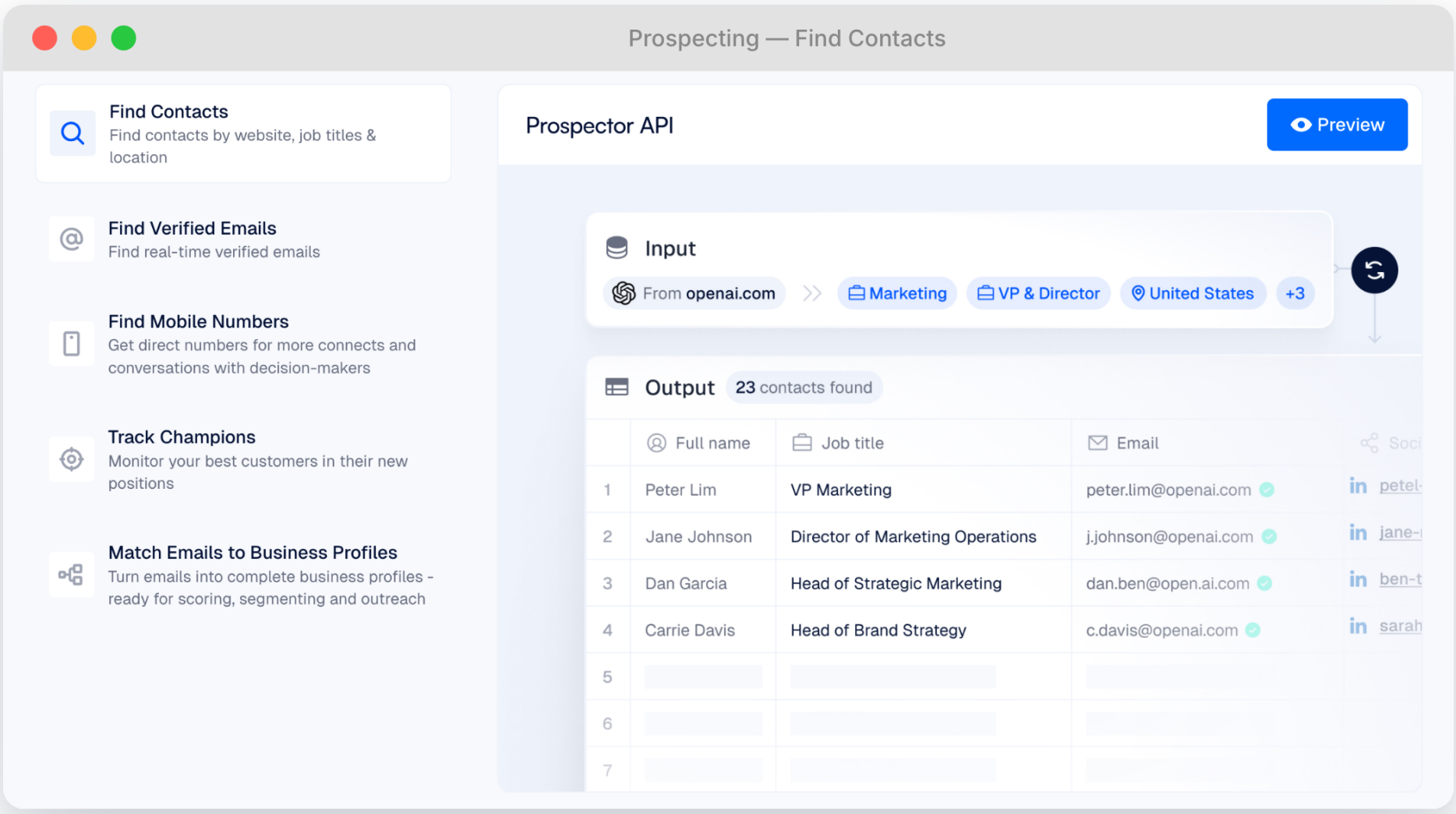
- Find Contacts
- Verified Emails
- Mobile Numbers
- Track Champions
- Enrichment API
- Enterprise Security

PYTHON POSTGRESQL DOCKER DBT AWS LAMBDA STEP FUNCTIONS EC2 ECS S3

PROSPECTING FEATURE 01

Find Contacts by Company, Title & Location

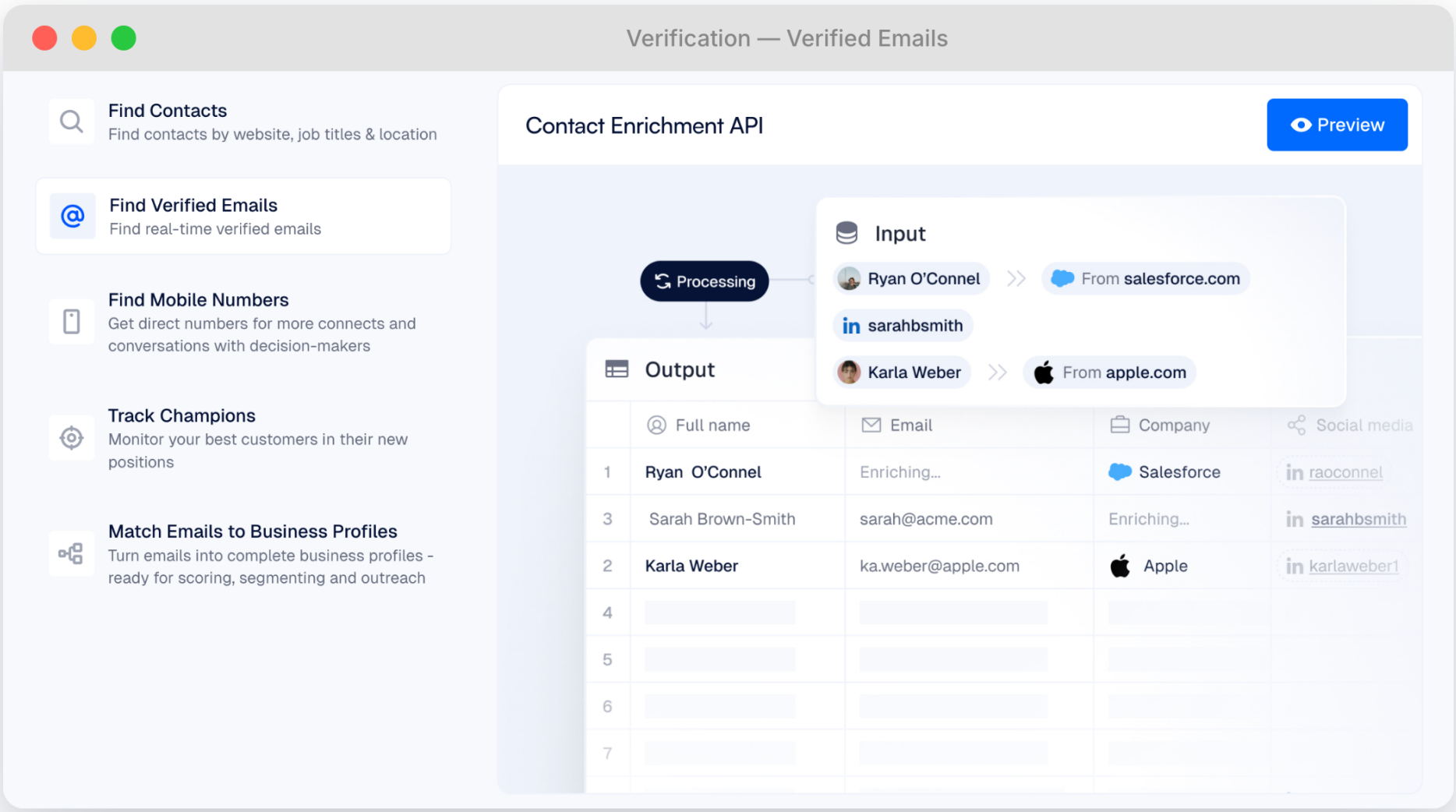
Before Waterfall, sales teams pieced together lead lists from multiple vendor searches, each with different filters and coverage holes. Now a single API call returns targeted prospects by domain, job title, and geography.



VERIFICATION FEATURE 02

Real-Time Verified Emails

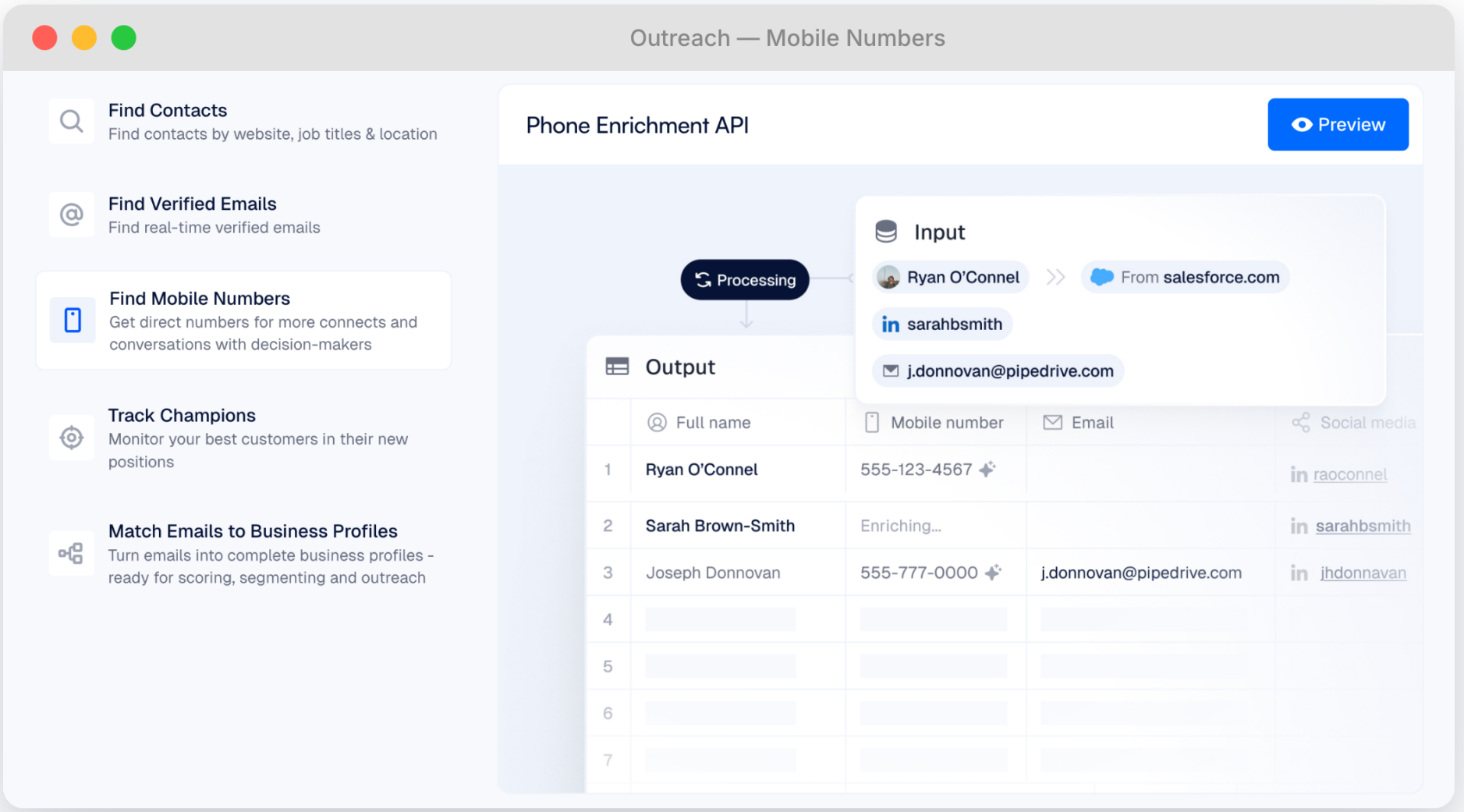
Purchased lists previously contained outdated or catch-all addresses. Waterfall verifies emails live at the moment of request, reducing bounce rates before a single message is sent.



OUTREACH FEATURE 03

Direct Mobile Numbers

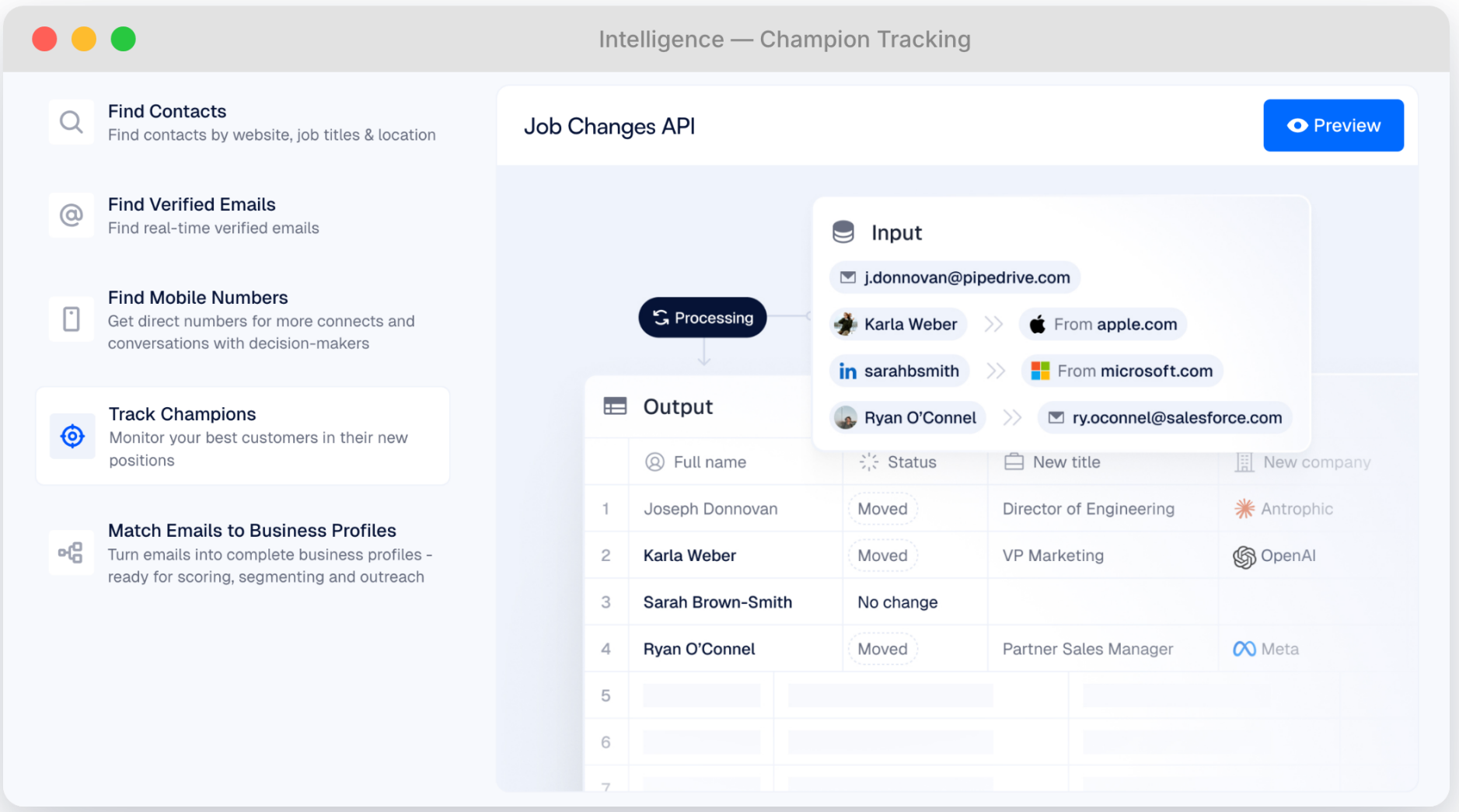
Phone numbers from traditional vendors were often desk lines or disconnected. Waterfall returns direct mobile and dial-through numbers validated against active carrier records.



INTELLIGENCE FEATURE 04

Track Job Changes & Champions

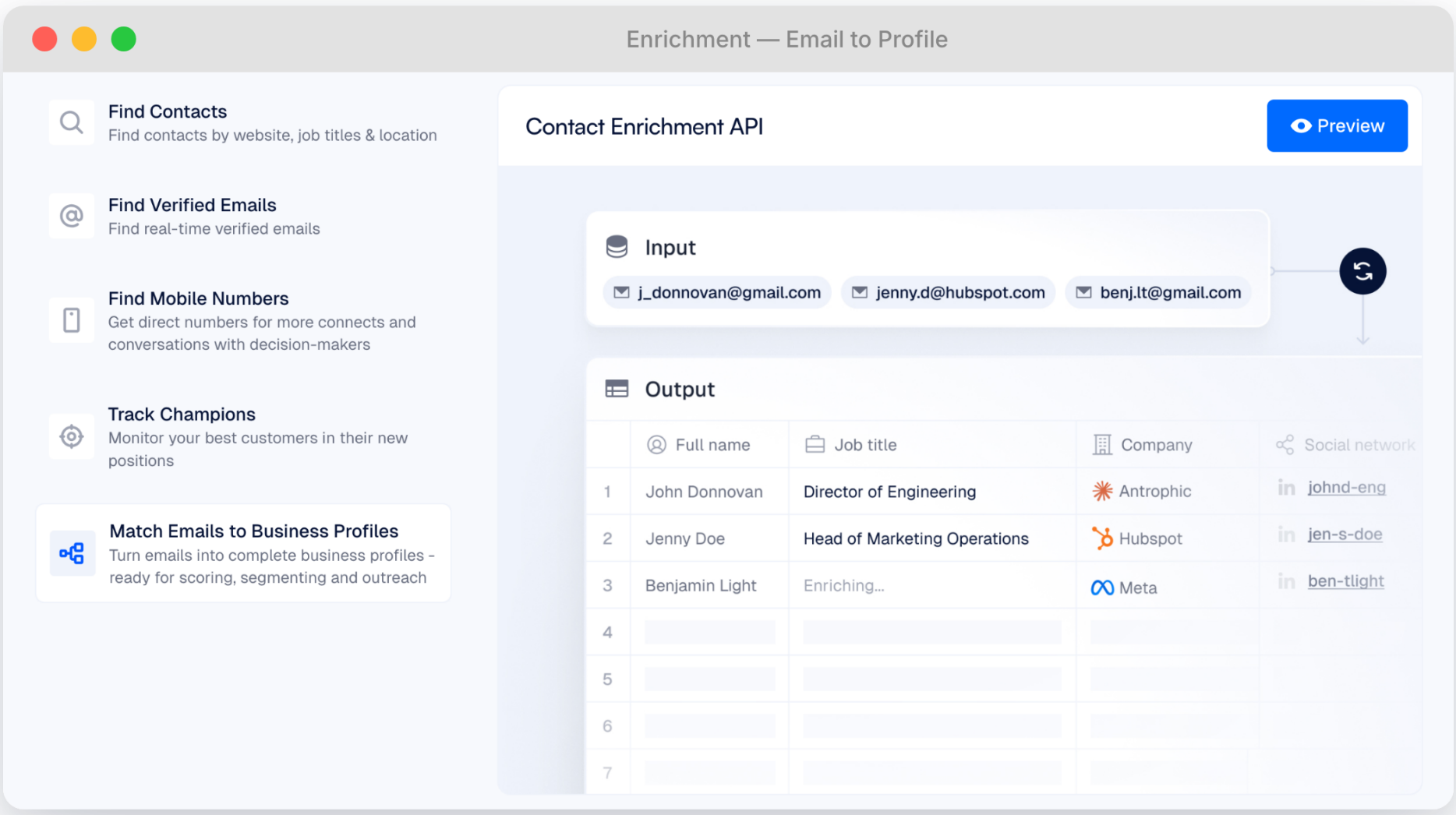
When key contacts changed roles, relationships ended by default. Waterfall monitors executive moves, alerting teams when champions land at new companies. This turns lost contacts into warm pipeline.



ENRICHMENT FEATURE 05

Match Emails to Business Profiles

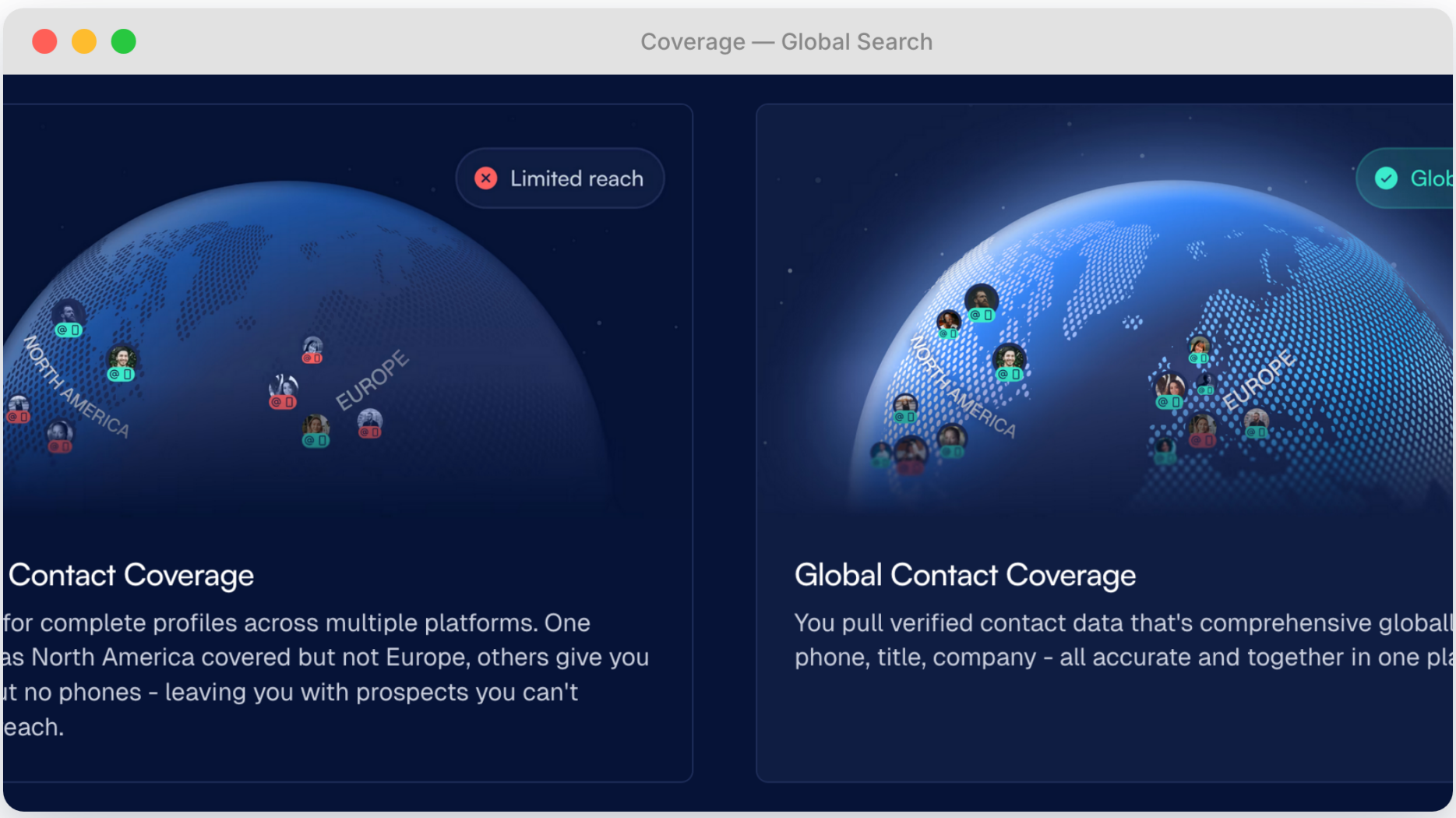
A raw email address told you nothing without manual research. Waterfall turns any email into a complete business profile: company, title, seniority, and contact history. Ready for scoring, segmenting, and outreach.



COVERAGE FEATURE 06

Global Contact Coverage

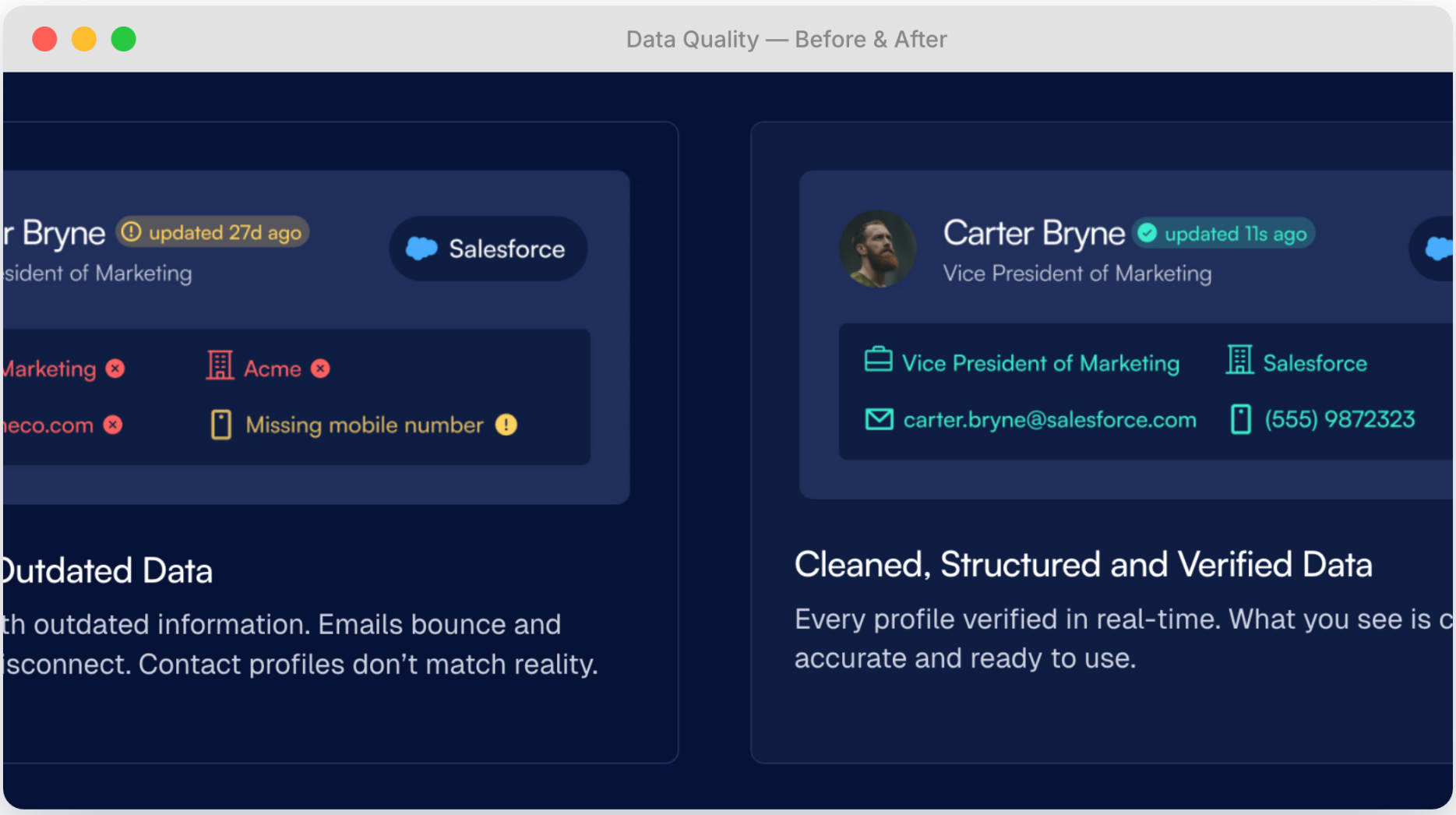
Regional vendors excelled in their home markets but failed internationally. Waterfall pulls verified contact data that is comprehensive globally. Email, phone, title, company — all accurate and together in one place.



DATA QUALITY FEATURE 07

Cleaned, Structured & Verified Data

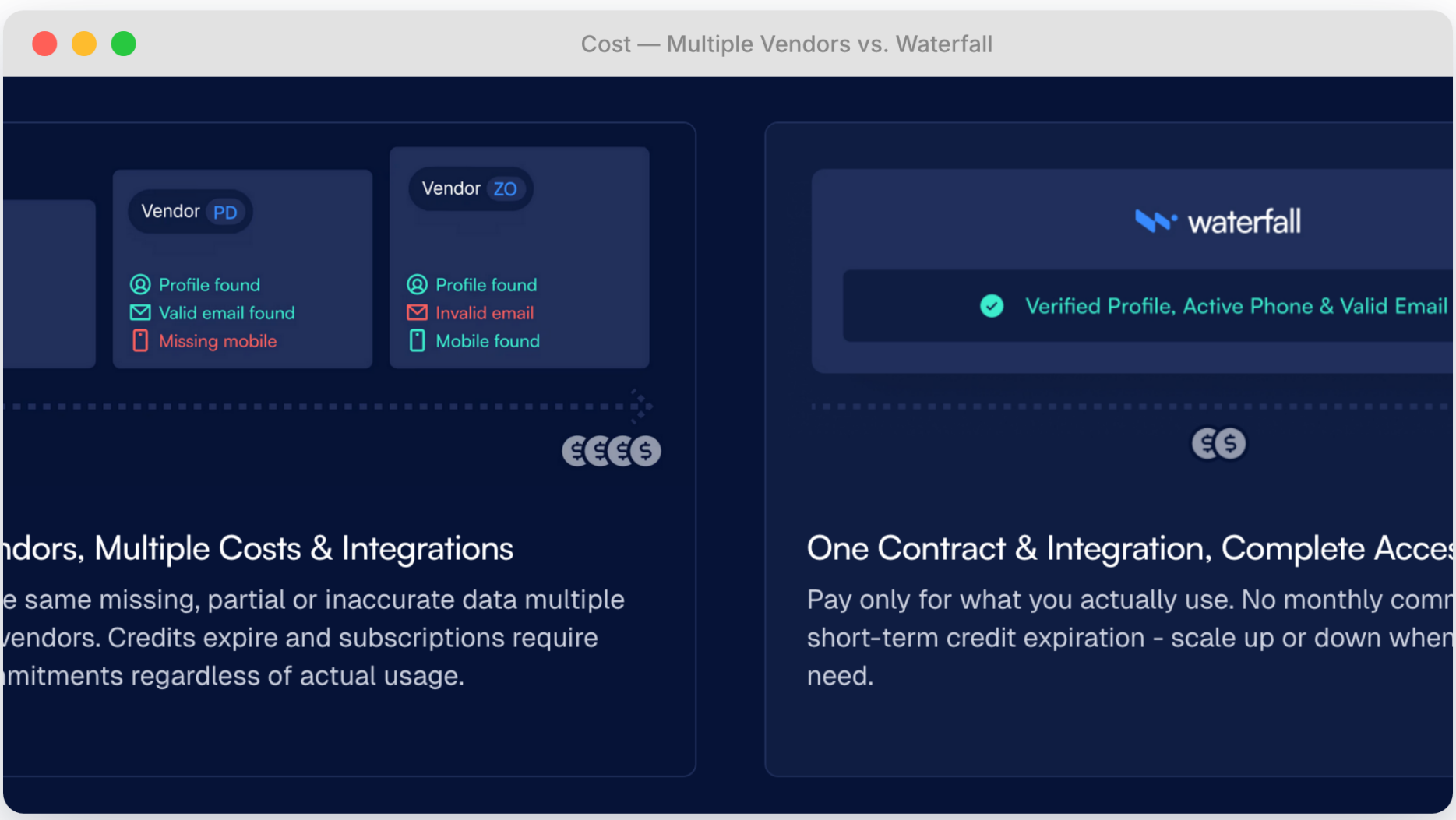
Teams previously worked with outdated information. Emails bounced and phone numbers disconnected. Waterfall verifies every profile in real time. What you see is current, accurate, and ready to use.



COST FEATURE 08

One Contract. One Integration. Complete Access.

Organizations paid for the same missing, partial, or inaccurate data multiple times across vendors. Waterfall offers usage-based pricing with no surprises. Pay for what you use, scale as you grow.



SECURITY FEATURE 09

Enterprise Security & Compliance

Data vendors often lacked transparent compliance postures. Waterfall does not store, reuse, or resell any customer data. Our infrastructure is designed to stay operational even when multiple hand-vetted vendors go down. Security teams get the audit trail they require.

SOC 2 TYPE II

Complete compliance suite including Security, Confidentiality, and Privacy modules. Most vendors stop at the required Security module. We went further.

GDPR & CCPA

Full GDPR and CCPA compliance with data minimization, processing records, and privacy by design. Ready for EU and US data requirements.

ENTERPRISE-GRADE SECURITY

Penetration tests conducted by the same auditors who secure brands like Snowflake and T-Mobile. No data resale. No data reuse. No data storage.

MONITORED BY DRATA

Continuous security monitoring and compliance automation through Drata. Real-time alerts and regular audits keep us ahead of threats.

99.99% Uptime with Built-In Redundancy
With 30+ data vendors, we keep running even if multiple providers go down.

Operational Impact

Every metric below is grounded in published benchmarks and conservative financial modeling. We do not use aspirational figures.

COST REDUCTION

40-70%

Lower data vendor spend by replacing multiple contracts with a single platform. Source: Cleanlist.

BOUNCE RATE

<2%

Down from 8-15% through live verification at the point of request. Source: Cleanlist ROI Framework.

RESEARCH TIME SAVED

5-8 hrs

Weekly hours saved per sales rep through automated enrichment. Source: Cleanlist Data Enrichment ROI.

PIPELINE VELOCITY

30-40%

Shorter sales cycles with accurate contact data and faster outreach. Source: Cleanlist ROI Framework.

REPLY RATE IMPROVEMENT

2-3x

Higher email reply rates with verified, accurate contact data. Source: Cleanlist ROI Framework.

RETURN ON INVESTMENT

27-54x

Proven ROI with break-even within 30 days for most teams. Source: Cleanlist ROI Framework.

Sources: Cleanlist Data Enrichment ROI Framework (2026), Prospeo B2B Data Market Report, Landbase B2B Database Statistics, MarketBetter Sales Tech Stack Cost Analysis, TechnicalRevOps B2B Data Enrichment Guide.

CASE STUDY 2026

Divescale

Built by Divescale

Divescale designs and builds premium software products for ambitious teams. From data infrastructure to revenue operations, we turn complex problems into simple, scalable systems.

30+	99.99%	27-54x
DATA SOURCES UNIFIED	PLATFORM UPTIME	PROVEN ROI