

VERTICAL SAAS MARKET DISCOVERY WEBSITE RESEARCH PROSPECTING INFRASTRUCTURE

Building a market conventional sales databases couldn't see

4,800

US party and event rental businesses discovered from the market itself, not from a sales database

The target market sounds simple until you try to build a reliable prospect list.

Bounce Rental Solutions serves party and event rental businesses. One might use a known competitor's booking platform. Another might use obscure software, take reservations through a basic website form, or rely entirely on phone calls and messages.

To a conventional B2B database, these companies can look almost identical. Commercially, they are very different prospects.

TheClaygency (TCA) built a market-discovery and classification system that found businesses from the market itself, researched how they operated, and converted those observations into structured prospecting data.

01 – THE BUSINESS PROBLEM

Knowing that a business was an "event rental company" was not enough. The attributes that mattered most were not available as reliable database fields:

How does this business currently handle bookings?

Does it already use rental-management software?

Which software? Is it a known competitor?

Does the company appear to operate manually?

Is it already a Bounce Rental Solutions customer?

Those answers changed whether a company was interesting and why it might consider Bounce Rental Solutions. The prospecting problem started before contact enrichment. It started with market intelligence.

02 – WHY CONVENTIONAL PROSPECTING FAILED



Company databases describe industry, location, size, revenue, headcount, technologies and job titles. Two businesses could share a category, geography and headcount while running completely different operating models: a sophisticated online reservation workflow, competing rental software, an enquiry form, or simply "Call us to reserve." An industry filter would list all four. It could not explain the difference, and that difference was commercially important.

~~Which companies match our database filters?~~

What evidence tells us how each business actually operates?

The objective was no longer to collect company names. It was to reconstruct the market.

Four research stages

01 Discover the businesses

Instead of relying on conventional B2B databases, the system used sources closer to where these businesses actually appear in the market. A company was found because there was evidence it participated in the target market, not because a database assigned it an industry label.

GOOGLE MAPS + LOCATION

NICHE SEARCH QUERIES

WEB SEARCH

BUSINESS WEBSITES

4,800

businesses discovered

42

US states covered

02 Research the website

Once a business was discovered, the system identified and examined its website. The site could reveal information that firmographic records could not. **The website was treated as data.**

BOOKING PROCESSES

RESERVATION INTERFACES

FORMS

EXTERNAL LINKS

EMBEDDED TOOLS

SOFTWARE FOOTPRINTS

SCRIPTS

VISIBLE CUSTOMER JOURNEYS

3,950

websites identified and researched

03 Determine how the business handled bookings

The workflow then interpreted those signals. The goal was not perfect technological certainty. It was enough evidence to create commercially useful distinctions between companies.

STEP 1 • DETECT SOFTWARE

Where possible, identify whether the company uses specialist software, and which.

→

STEP 2 • LOOK FOR MANUAL SIGNALS

Where no specialist tool is detectable, look for evidence of manual processes.

→

CLASSIFIED

Enough evidence to segment

HELD BACK

Needs further investigation

04 Classify the account

Each company was then routed into a category. "Other software" could also reveal previously unknown products operating in the market. Existing customers were removed from normal prospecting.

RECOGNIZED COMPETING PLATFORM

Known competitor

OUTSIDE THE KNOWN SET

Other software

PHONE, MESSAGES, ENQUIRY FORMS

Manual / no detectable software

REMOVED FROM PROSPECTING

Existing customer

From local search to segment-specific prospecting

01	LOCAL SEARCH + NICHE SEARCH
02	BUSINESS DISCOVERY
03	WEBSITE DISCOVERY
04	WEBSITE RESEARCH
05	TECHNOLOGY + BOOKING-METHOD FINGERPRINTING
06	CLASSIFICATION
KNOWN COMPETITOR	OTHER SOFTWARE
MANUAL / NO DETECTABLE SOFTWARE	EXISTING CUSTOMER
07	SEGMENT-SPECIFIC PROSPECTING

The important point is where the prospect list appears. The list was not the starting point. It was the output of the research system.

The classified market

3,620	27
accounts classified	unfamiliar software products surfaced
Known competitor	1,140
Other software	870
Manual / no detectable specialist software	1,310
Existing customers, suppressed	300

Why the classification mattered

Finding companies was only half the problem. Different companies represented fundamentally different sales situations.

COMPANY A	COMPANY B
Uses competing software	Manages bookings manually
Its reason to consider Bounce Rental Solutions is likely connected to switching from an existing system.	The conversation may concern replacing fragmented manual processes with a dedicated operating system.

Sending both the same message because both rent party equipment discards information available before outreach begins.

Research did more than improve a database. It created the foundation for different commercial motions.

Right company, right reason, right people, right message

01 →	02 →	03 →	04
Right company	Right reason	Right people	Right message
Is this a business Bounce Rental Solutions should consider pursuing?	What does its current operating model suggest about why it might care?	Who is responsible for the business or the relevant buying decision?	Only now does outreach become the primary problem.

Messaging is not the first problem.

This project illustrates a broader TCA principle. Better copy cannot compensate for misunderstanding the company, so the research sequence comes before the outreach sequence.

What changed

Before this system, the market could easily be reduced to one broad category. After research, it became a more useful operating model.

PARTY AND EVENT RENTAL BUSINESSES	
Five commercially distinct segments.	
Businesses already using known competitors	
Businesses using other software	
Businesses apparently operating manually	
Existing Bounce Rental Solutions customers	
Businesses requiring additional investigation	330

The client no longer had to treat every company in the market as the same sales opportunity.

More than lead generation

It would be easy to describe this work as building a lead list. The underlying system had to:

- 01 Find companies outside conventional prospect databases
- 02 Identify their websites and collect evidence from them
- 03 Interpret how each company appeared to operate
- 04 Identify technology where possible
- 05 Distinguish known competitors from previously unseen products
- 06 Recognize apparently manual businesses
- 07 Identify existing customers
- 08 Structure the data and route each type into its own prospecting motion

The resulting list was valuable because of the research system behind it.

The research chain

FRAGMENTED MARKET	DISCOVERED BUSINESSES	WEBSITE EVIDENCE	BOOKING METHOD	COMMERCIAL SEGMENT	SEGMENT-SPECIFIC PROSPECTING
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Market truth over database categories.

Bounce Rental Solutions gained a repeatable way to convert a fragmented real-world market into structured prospect intelligence. A market that standard database filters could not adequately describe was turned into a researchable, classifiable prospect universe.

RESEARCH DELIVERED

4,800

businesses discovered across 42 US states

3,950

websites researched

3,620

accounts classified into commercial segments

300

existing customers kept out of prospecting

Market-first discovery

Businesses found through evidence they operate in the market.

The website as data

Booking technology and methods read from each company's own site.

Meaningful segments

Competitor users, other software, manual operators and customers told apart.

Different motions

Each segment supports its own prospecting approach.

Technology

SEARCH + LOCAL-MARKET DISCOVERY

GOOGLE MAPS

GEOSPATIAL / LOCATION DATA

WEBSITE DISCOVERY

WEB SCRAPING

WEBSITE ANALYSIS

TECHNOLOGY + BOOKING-METHOD FINGERPRINTING

CLASSIFICATION LOGIC

STRUCTURED PROSPECT DATA

WORKFLOW AUTOMATION

The specific tools were implementation choices. The harder problem was designing the research logic.

The broader lesson

Sales databases are valuable when their fields represent the attributes that define your market. But the database does not get to define your ICP. The deciding criterion might sit somewhere else:

COMPANY WEBSITE

MARKETPLACE LISTING

GOVERNMENT DATABASE

REGULATORY FILING

GEOGRAPHY

PRODUCT CATALOG

JOB POSTING

TECHNOLOGY IMPLEMENTATION

SPECIALIST DIRECTORY

~~WHICH DATABASE SHOULD WE USE?~~

What evidence would tell us this is actually the right company?

Have a market that is difficult to prospect?

TCA builds sales research and prospecting systems for established B2B companies whose target markets require more than conventional database filters. We identify the evidence that defines the right accounts, build the research infrastructure around it, operate the system against the real market, and prepare your team to own the resulting capability.

SEE IF YOUR COMPANY IS A FIT →

theclayagency.com