

MARKET MAPPING DATA ENRICHMENT PROJECT CONTROLS DIRECT TCA ENGAGEMENT

Constructing a specialist professional market from raw data

~150,000

ESTIMATED ADDRESSABLE MARKET OF
SPECIALIST PROJECT-CONTROLS
PROFESSIONALS IN THE UK AND
IRELAND

Market size was not the real problem. The record PACE Global needed did not exist in any single database.

PACE Global, a specialist recruitment firm, wanted to build a usable data asset around the UK and Ireland project-controls market. A useful candidate was more than name, job title and email.

TheClaygency (TCA) built the sourcing and enrichment infrastructure to turn that fragmented professional market into structured recruitment data.

Target profiles

PRIMAVERA / P6 SPECIALISTS

PLANNERS

PROJECT-CONTROLS PROFESSIONALS

POWER BI REPORTING IN PROJECT CONTROLS

CONSTRUCTION-RELATED ENGINEERING

01 – THE BUSINESS PROBLEM

The recruitment team needed to understand, for each person:

Who the person was

Whether they actually worked in project controls

Their relevant Primavera/P6 experience

Their broader professional history and sector background

How to contact them

How to move the record into the recruitment team's operating system

Geography

United Kingdom and Ireland. Identifying the population was only the beginning; the team needed richer information before a person became operationally useful.

02 – WHY A NORMAL CONTACT DATABASE WASN'T ENOUGH

A conventional provider can answer who someone is, where they work, their current title and their email. In this market that was not sufficient. Two similar LinkedIn profiles could have very different relevance: one might have spent ten years using Primavera P6; another might mention planning with almost no project-controls experience.

CAN WE FIND THIS PERSON'S EMAIL?

Is this actually the kind of specialist professional the recruitment team cares about?

Six connected stages, from discovery to Loxo

- 01 Professional discovery** LinkedIn and Sales Navigator formed important parts of the discovery layer. The goal was to identify professionals who belonged to the target market, not export people matching one generic title. Search criteria evolved as TCA learned how the market described itself; specialist markets rarely use one consistent vocabulary.

LINKEDIN

SALES NAVIGATOR

- 02 Data collection** Sourcing workflows, including PhantomBuster-based processes, turned professional discovery into structured records that could be processed downstream. The raw profile was the beginning of the workflow, not the final output.

PROFILE

→

PHANTOMBUSTER

→

STRUCTURED RECORD

- 03 Contact enrichment** Clay and associated data sources enriched records with email data and, where relevant, phone data. Parts of the system used Clay-native enrichment rather than relying entirely on a previously considered external API route.

CLAY

EMAIL

PHONE

- 04 Experience research** The system needed to understand the professional, not merely contact them. Research covered career history, overall experience, Primavera/P6 exposure, project-controls experience and industry or sector background.

~~PERSON WE FOUND~~**Person we understand well enough to evaluate**

- 05 Structuring the data** The enriched information had to be normalized into a consistent structure. Different source records expose information differently, and a functioning recruitment-data system has to turn that inconsistency into something recruiters can reliably work with.

TITLES VARY

CAREER HISTORIES VARY

FIELDS ARE MISSING

EXPERIENCE DESCRIPTIONS ARE INCONSISTENT

- 06 Loxo integration** The final destination was not a standalone research spreadsheet. Enriched candidate records were pushed into Loxo, the client's recruitment operating environment, where the team already managed candidates and relationships. The research became operating infrastructure.

STRUCTURED SPECIALIST RECORD

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LOXO

From estimated market to structured record



This is not fundamentally a scraping workflow. It is a data-production system.

The useful record had to be built

A conventional professional record is a short set of fields:

NAME — TITLE — COMPANY — EMAIL

The useful record for PACE Global combined six layers:

IDENTITY	CONTACTABILITY
SPECIALIST EXPERIENCE	CAREER HISTORY
SECTOR CONTEXT	RECRUITMENT-SYSTEM STRUCTURE

That record did not exist ready-made. The system had to create it.

Fields in the data model

Depending on the source information available:

LinkedIn identity	Overall professional experience
Current role	Primavera / P6 experience
Current employer	Project-controls relevance
Email and phone number	Sector experience

The purpose was not enrichment for its own sake. It was a record a recruiter could actually use.

Designed for a large market

The workflow was designed around an estimated universe of ~150,000 UK and Ireland specialists. That figure describes the market, not a count of enriched or delivered records.

The system adapted as the market came into focus

What happened in production

The project moved beyond architecture into operating work. Documented project state shows:

- UK market mapping had materially progressed
- Profile enrichment had been performed on existing data
- The client had received enriched data
- Candidate records had been pushed into Loxo

Ireland was at an earlier stage at that point. Real market-mapping projects rarely progress as one clean query returning a finished universe: definitions evolve, coverage gaps appear and new profile categories emerge.

Market definitions changed as the work progressed

The initial market centered on Primavera/P6 and project-controls professionals. Research surfaced adjacent segments:

- POWER BI REPORTING IN PROJECT CONTROLS
- CONSTRUCTION-RELATED ENGINEERING · IRELAND

This is why TCA separates research from blind automation. When the market definition changes, the response is to change the model.

~~KEEP PROCESSING THE OLD QUERY FASTER~~
**Update the model of the market.
Then update the system.**

BUILT IN THE CLIENT'S ENVIRONMENT

Build the capability inside the company.

The implementation was designed around client-owned tooling and data infrastructure. PACE Global paid for the relevant software and processing costs, and the resulting data was intended to live inside its own operating systems.

The objective was a capability the client could use operationally, with no dependency on an agency-owned database. This is how TCA works today.

Why this matters beyond recruitment

The same problem appears frequently in B2B prospecting. Each source holds one piece of evidence, but the record required to make a commercial decision may not exist anywhere.

SALES DATABASE A COMPANY	LINKEDIN A PERSON	WEBSITE EVIDENCE	SPECIALIST DIRECTORY EVIDENCE	EXTERNAL DATASET EVIDENCE	THE RECORD YOU NEED
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Sometimes you have to build the record you wish you could buy. That is a different skill from list building.

The useful record had to be constructed.

The relevant population could not be reduced to a generic job-title export. Qualification required understanding experience and specialist background, contact data had to be part of the record, fragmented sources had to become one consistent structure, and the result had to land in Loxo rather than stay in a research table.

ENGAGEMENT SCOPE

~150,000

estimated specialist professionals in the addressable market

2

markets: the United Kingdom and Ireland

6

connected stages, from discovery to Loxo

1

destination system: records pushed into Loxo

Specialist market mapping

A population defined by experience, not one generic title.

Person-level research

P6 exposure, career history and sector context in every record.

Data normalization

Inconsistent sources turned into a recruitment-ready structure.

Downstream integration

Records delivered into Loxo, where the team already works.

Technology

LINKEDIN

SALES NAVIGATOR

PHANTOMBUSTER

CLAY

EMAIL ENRICHMENT PROVIDERS

PHONE ENRICHMENT PROVIDERS

LOXO

Plus research and transformation workflows.

The tools were components. The valuable asset was the pipeline that turned a specialist market into usable operating data.

The broader principle

Most prospecting assumes the desired record already exists. Often it does. Sometimes it doesn't.

A DATABASE KNOWS	who someone is
TCA BUILDS	why this person matters to your business
BY	researching, inferring, structuring and validating

The prospect record is sometimes something you build, not something you buy.

Need to construct a market your database can't give you?

TCA builds research and prospecting infrastructure for established B2B companies with difficult markets. We combine the sources, research logic, enrichment and operating systems that turn fragmented market information into usable prospect data, then build that capability inside your organization.

SEE IF YOUR COMPANY IS A FIT →

theclayagency.com