ScopeB2B
SOLUTIONS

METHODOLOGY · 2026

THE SCOPEB2B METHODOLOGY

How We Build B2B Data.

A complete guide to our seven-stage data pipeline — from sourcing, through human research and tele-verification, to compliant, audit-trailed delivery.

7	3	98%
Pipeline stages	Source families	Record accuracy

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WHY METHODOLOGY MATTERS

The problem with how most B2B data is built.

Most vendors won't tell you how their data is made — usually because the answer is a scraper written in 2019, running unattended. At ScopeB2B, the methodology *is* the product.

- **Scraped, not sourced**
  Records pulled from LinkedIn scrapes or recycled databases look right — until a rep picks up the phone and the bounces start.
- **Bot-verified, not human-verified**
  An automated ping confirms an address accepts email. It doesn't confirm the person is still in the role — or ever existed.
- **Compliance as an afterthought**
  GDPR flags added post-hoc and opt-outs honored slowly. We built compliance into the pipeline from step one.
- **No refresh discipline**
  B2B data decays 20–30% per year. A two-year-old database is already 40–60% stale. We refresh ≥20% per quarter.

OUR ANSWER — A RESEARCH FIRM WITH A DATABASE

ScopeB2B is not a database vendor. We approach every record not as an entry to be scraped and sold, but as a piece of intelligence to be sourced, verified, and delivered with integrity.

300M+	70M+	120+	98%
Tele-verified records	Direct dials	Countries covered	Accuracy (4-eyes QA)

THE THREE SOURCE FAMILIES

Where our data comes from.

Every record comes from one of three source families — and every record carries a source tag. You always know where your data came from.

FAMILY 01 Proprietary Database

300M+ verified B2B records built over years of primary research and continuously refreshed across 120+ countries — built and maintained by our team, not licensed or purchased.

Coverage depth	Deep regional sets across 120+ countries — built to fill the gaps standard databases leave.
Refresh cadence	Minimum 20% of the database refreshed per quarter; active client datasets refreshed monthly.
Verification	Every record passes 4-eyes QA. Direct dials tele-verified by live agent calls.

FAMILY 02 Public Data, Engineered

We pull, structure, and enrich public-source data at scale — building datasets other vendors told you didn't exist.

- + Company & careers pages
- + Professional networks & directories
- + Press & announcement databases
- + Court records & legal filings
- + Regulatory filings & registries
- + Job boards & employment platforms
- + Certification & licensing registries
- + Educational institution directories

FAMILY 03 Partner Data

For verticals needing specialist depth, we license from recognised partners — each assessed for quality, compliance, and source integrity before inclusion.

Specialist verticals	Healthcare providers, licensed financial-services data, industrial certification data.
Compliance inherited	We carry partner consent documentation and apply our own QA layer on top.
Source disclosed	Partner-sourced records are tagged — you always know the provenance.

THE 7-STAGE PIPELINE

AI accelerates. Humans decide.

Three source families feed one pipeline. Every record is reviewed twice, verified by live call where applicable, screened for compliance, and delivered in your format. No AI-only records reach delivery.

01

Sourcing

Records sourced from proprietary database, public data, and partner sources. Every record tagged with origin.

02

AI-Assisted Extraction

AI accelerates candidate extraction from high-volume public sources. The accelerator — never the final step.

03

Human Research

Trained researchers validate, correct, and enrich every candidate record — title disambiguation, seniority, company matching.

04

4-Eyes Quality Assurance

Every record independently reviewed by a second researcher. Disagreements escalate to a senior QA lead. The step most vendors skip.

05

Tele-Verification

Direct dials and mobiles verified by live agent call. Titles confirmed where practical. Documented script and audit log.

06

Compliance Audit

GDPR, CCPA, CAN-SPAM, PIPEDA checks plus suppression cross-checks. Records that fail are removed — not flagged-and-sold.

07

Delivery

Your format, your cadence — Excel, CSV, JSON, API, or direct CRM push. Full audit trail with every delivery.

STAGES 1–4 IN DETAIL

Sourcing to 4-Eyes QA.

Stage 01 Sourcing

Three source families combine into a single candidate pool, each record tagged from the moment it enters. **ICP requirements drive strategy:** proprietary database leads for well-covered markets (US, UK, Western Europe); public-data engineering and partners fill depth in APAC, MENA, ASEAN, ANZ, and niche verticals.

Stage 02 AI-Assisted Extraction

For high-volume structured public sources, a crawl-and-classify layer extracts candidate records at a scale impractical for humans alone.

WHAT AI DOES

+ Classifies & extracts candidates at scale
+ Scores email deliverability & bounce risk
+ Matches records for de-duplication
+ Flags anomalies for human review

WHAT AI DOES NOT

– Decide whether a record ships
– Verify phone numbers (live agents do)
– Make final seniority / company calls
– Sign off on compliance status

Stage 03 Human Research

Researchers — trained on specific industries and geographies, never rotated as generalists — validate and enrich every candidate record.

Title disambiguation	Non-standardised titles interpreted and classified correctly across companies and regions.
Company matching	Contact linked to the correct legal entity — not a subsidiary or an outdated name.
Seniority & firmographics	Seniority assessed against our taxonomy; size, revenue band, HQ, and industry cross-checked.

Stage 04 4-Eyes Quality Assurance

Every record is reviewed by a **second, independent researcher**; disagreements escalate to a senior QA lead. It's the step most vendors skip — and the one most responsible for our 98%+ accuracy. It costs more, which is why commodity-priced databases can't replicate it.

STAGES 5–7 IN DETAIL

Verify, screen, deliver.

Stage 05 Tele-Verification

Direct dials and mobiles verified by live call against a documented script and full audit log. Every verified number is date-stamped and agent-tagged. Unreachable within three attempts? Flagged — not passed as verified.

Direct dials	Office lines called and confirmed live; extension confirmed where applicable.
Mobile numbers	Marked verified only on successful live connection.
Audit trail	Verification date, agent ID, and call outcome logged against every record.

Stage 06 Compliance Audit

Every record passes a compliance check before delivery. Records that fail are **removed — not flagged-and-sold.** Non-negotiable.

- + GDPR (EU/UK) — legitimate interest
- + CAN-SPAM (US) outreach structure
- + LGPD · APPI · PDPA · POPIA
- + CCPA / CPRA (California)
- + PIPEDA (Canada) consent
- + Global suppression cross-check

Stage 07 Delivery

Your format, your cadence. Every delivery includes a full audit trail: record source, verification date, QA reviewer tags, and compliance flags.

Excel / CSV / JSON	Flat files for any CRM or marketing platform; JSON for warehouses and pipelines.
Direct CRM push	Salesforce, HubSpot, Pipedrive, Zoho, Microsoft Dynamics — native field mapping.
Recurring feeds	Weekly, monthly, or quarterly refresh; signal-based refresh available.

QUALITY STANDARDS

98% is the floor, not the ceiling.

ACCURACY GUARANTEE

If a record we delivered doesn't meet the accuracy threshold we committed to, we replace it — no debate, no dispute cycle. Our client retention depends on it.

REPLACEMENT POLICY

Submit in writing	Specify the field(s) that fail the committed accuracy standard.
30-day window	Requests submitted within 30 days of delivery.
Free replacement	Failing records replaced at zero additional cost.
Accuracy, not outcome	For records that fail accuracy — not records that don't convert.

REFRESH STANDARDS

Proprietary database	Minimum 20% of the full database refreshed per quarter.
Active client datasets	Refreshed to spec — typically monthly for active outbound.
Signal-based refresh	Triggered by funding, hiring velocity, tech adoption, exec moves.
Tele-verification cycle	Direct dials re-verified on a rolling basis; flagged if unreachable.

ON AI — WE'RE TRANSPARENT

AI is in our pipeline as an **accelerator**: it classifies and extracts candidates, scores deliverability, matches for de-duplication, and flags anomalies. Every decision that affects what ships — delivery, seniority, phone verification, compliance sign-off — is made by a human.

NEXT STEPS

See the methodology applied to your data.

The fastest way to understand the difference our pipeline makes is to run it against your own ICP. We'll scope a free sample to your exact specification — audit trail included.

01	Tell us your ICP — titles, geographies, firmographics, and use case.
02	We scope a free 50-record sample to your exact specification.
03	You review quality, field structure, and format before we scale.
04	Full delivery in 5–10 business days. Audit trail included.

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REQUEST A SAMPLE

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