

# Chase volume or map power? Choosing the right B2B growth path

The B2B world hold [~580 million companies](#) (Moody's). To drive real success, the question isn't how many- it's which ones are worth your time?

You can:

- Chase volume — cast a wide net, or
- Map power — focus on the high-stakes decision-makers.

## Path 1: Chase Volume (the Core Market)

Most B2B data providers thrive here — and for good reason. It powers most sales and marketing engines.

- Massive email lists. Need hundreds of thousands of contacts? ZoomInfo, Apollo, and Hunter excel at scale.
- Manager-level visibility. LinkedIn Sales Navigator and People Data Labs surface managers and ICs for broad campaigns.
- SMB and startup coverage. Moody's and D&B map small businesses, while Crunchbase and PitchBook track founders and funding pivots.

Why it matters: Volume powers high-velocity SDR teams, marketing automation, surveys, and talent acquisition at scale.

*Ideal for SDR teams chasing quantity, large-scale marketing campaigns and repeatable talent pipelines.*

## Path 2: Map Power (the Top Market)

Very few organizations can truly map the top of the org chart — and when they do, it's usually for private use (think McKinsey, BCG, Spencer Stuart, JPMorgan, or Gartner).

We are currently the only data vendor that performs this at scale for the broader market.

Here are the core steps followed by the best in the industry:

- Draw the real org chart. Boards, C-suites, and business unit heads — plus how influence flows.
- Enrich executive profiles. Verified bios, reporting lines and past mandates show why each name matters.
- Stay ahead with alerts. New hires, promotions, and reshuffles hit your inbox.

On top of that, we focus on the companies that move the market:

- The Global Fortune 500 generates one-third of global GDP and is run by 128,000 executives — all tracked in our database.
- The 80,000 largest companies we cover represent two-thirds of global GDP and are led by 1.3 million executives, including those from the Global 500.
- Nearly 40% of their executives change roles each year — that’s around 5,000 changes every day.

Tracking that pace requires pro-level infrastructure: AI-powered algorithms, direct email verification for every executive, smart use of public sources, and a team of trained analysts— because outdated data is visible and costly.

*Ideal for strategic sales, ABM, investor relations, and strategy—any mission where leadership shifts or competitor moves matter.*

## **Your Perspective**

- Bigger deals, faster ROI: Focus on the accounts that drive revenue and close high-value deals faster.
- Depth wins: Reaching the right decision-makers means fewer wasted cycles and higher conversions.
- Quality protects your pipeline: Accurate leadership data keeps your biggest opportunities on track.

## **The Takeaway**

Chasing volume fills the funnel and supports wide outreach.

Mapping power targets the accounts that drive real revenue.

Both paths have merit — but mapping power is what puts the C-Suite within your reach.