UnitedOPS

SMALL BUSINESS CASE STUDY

B2B SERVICES

Contact enrichment and email sequencing

A solo B2B founder automated the handoff between contact enrichment and email outreach.

WORKFLOW

Google Sheets
held contact records

Dropcontact
enriched email contact data

Instantly
received qualified records for sequencing

THE CHALLENGE

The founder wanted to move contact records into a cold-email workflow without manually enriching and transferring each one.

WHAT CHANGED

Dropcontact enriched the contact records. Zapier then passed qualified records to Instantly for sequencing, automating the handoff between enrichment and outreach.

OPERATING IMPACT

Qualified contacts flowed from enrichment into the email sequencing tool automatically.

SYSTEMS USED Google Sheets, Dropcontact, Zapier, Instantly