



# Freshworks Strengthens African Market Operations Through Market Wavegen's Precision Data Delivery

Powered by SIRS™, Intelligent Database ABM™, and Mantech Mark™ Validation Workflows

Campaign Type: Data Delivery + Regional Enablement

## ABOUT THE CLIENT

Freshworks is a global customer engagement and operations platform serving enterprises across multiple regions. Their teams rely on accurate, region-specific data to optimize outreach, enhance marketing performance, and drive customer growth. The campaign focused on expanding data coverage and operational intelligence across African markets.

## AUDIENCE PROFILE

The campaign supported Freshworks' Africa-focused marketing and partner teams, including roles involved in:

- Regional marketing
- Channel partnerships
- Field enablement
- Data operations



Adi and his team have transformed our data management across Africa, enhancing our operations significantly. Their expertise and responsiveness are unparalleled."

— Channel Marketing Specialist, Freshworks



## ABOUT THE CONTACT

The engagement was led by Freshworks' Channel Marketing Specialist, responsible for regional program execution and market expansion initiatives.

## THE INITIATIVE / CHALLENGE

### Core Questions

- How do we access accurate data across multiple African regions?
- How do we support field teams with validated country-level records?
- How do we maintain quality while scaling to 20+ markets?

### The Initiative

Freshworks wanted to enhance data availability across Africa and enable their teams with reliable, region-specific datasets for growth campaigns and partner development.

### The Challenge

Freshworks needed:

- Verified datasets across diverse African countries
- Country-level segmentation aligned to field requirements
- Fast turnaround for large multi-country requests
- Consistent quality despite regional complexity

## WHY MARKET WAVEGEN

Freshworks selected Market Wavegen for its:

- Proven accuracy in regional data delivery
- Speed in supplying validated multi-country datasets
- Ability to support on-demand expansion requests
- Strong responsiveness and team collaboration

## DECISION FACTORS

- Precise African region coverage
- High-quality data validation
- Smooth coordination with regional teams
- Flexibility for concierge-level support

## OUR APPROACH

**Campaign Type:** Data Delivery + Regional Validation Program

**Frameworks Used:** SIRST™, Intelligent Database ABM™, Mantech Mark™ Validation Checks

## EXECUTION SUMMARY

### 1 Delivery Alignment

- Delivered datasets aligned to the African markets requested
- Supported multiple regions in a single consolidated delivery

### 2 Quality Enhancement

- Validated company and contact records
- Ensured regional accuracy across 20+ African countries
- Structured outputs for direct campaign use

### 3 Feedback Integration

- Integrated Freshworks' market-specific needs
- Updated delivery formats for regional clarity
- Adapted coverage as new countries were added

### 4 Timely Communication

- Rapid response to large region requests
- Clear updates and coordination for follow-up calls

## PROCESS FLOW



## KEY TACTICS

- Regional data mapping
- Multi-country segmentation
- Feedback-based refinement
- Structured delivery windows

## CAMPAIGN RESULTS

Metric	Result
Region Coverage	Delivered 20+ African countries
Data Accuracy	Verified through validation workflows
Engagement	Enabled regional campaign execution
Responsiveness	Praised by Freshworks' channel team
Collaboration	Follow-up expansion call scheduled

## IMPACT SUMMARY

- Regional teams received complete and accurate datasets across Africa
- Data delivery significantly improved operational readiness
- Fast turnaround increased internal confidence
- Communication and coordination strengthened engagement

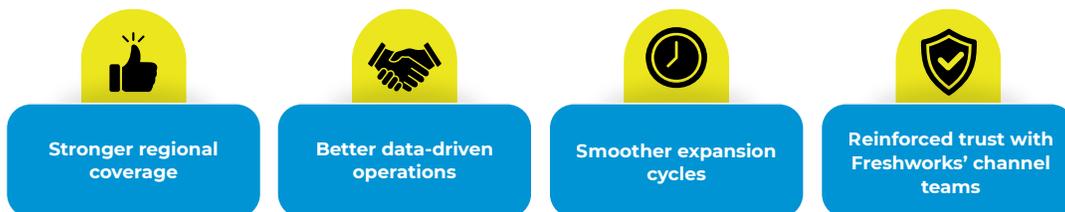
## SUCCESS NOTES

- Freshworks requested a multi-country dataset across Africa
- A follow-up call was scheduled to expand collaboration
- The team highlighted accuracy, speed, and responsiveness

**“The timing couldn't be more perfect — we're looking to buy database from you for these regions. It's an absolute pleasure to hear from you.”**

— Channel Marketing Specialist, Freshworks

## OUTCOME SUMMARY



## ABOUT MARKET WAVEGEN

Market Wavegen supports B2B teams with verified data, signal-driven workflows, and structured delivery.

Our approach blends quality checks, smart targeting, and fast communication to help sales teams work stronger pipelines.

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