

C³DNA uses eGrabber's Research Tool to Nurture Relationships with Press & Analysts



As a Startup company with disruptive new technology, getting industry wide visibility is a big challenge.

A contact list with a high level of granularity can provide a significant impact on some of our PR & marketing programs- eGrabber put that list together for us.

Philippe Wagner, Head of Marketing, C³DNA

Founded in 2013, C³DNA is a Cloud Computing start-up based in Santa Clara, California.

Philippe Wagner is in-charge of global marketing, events and public relations initiatives. Recently, C³DNA sponsored the OpenStack Summit in Paris and AWS re:Invent in Las Vegas.

Since C³DNA's platform was showcased for the first time at the events, the company wanted to leverage the opportunities to reach out to press and analysts.

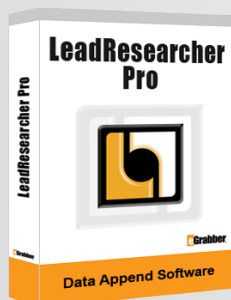
Although C³DNA was working with a PR firm, Philippe decided to add [eGrabber's LeadResearcher Tool](#).

C³DNA's technology brings end-to-end Application Lifecycle Management to Private or Hybrid Cloud. Our "NoOps platform" provides developers with an Application Centric approach that makes it very easy to onboard and manage the operation of both existing and new applications.

Tradeshaw organizers provide sponsors with a pre-registered press & analyst contact list. However, the list is usually limited to only basic contact information.

We got in touch with eGrabber and their LeadResearcher Tool generated a list which included Email, Phone number, Location, LinkedIn ID and Twitter handle. Instead of having a list with just basic information, eGrabber is also able to create a social profile. That's what makes the eGrabber tool better than the other guys.

We look forward to working with eGrabber again in the near future.



[LeadResearcher Pro](#) - is an automated research software that uncovers hard-to-find Email addresses of contacts in seconds. All you need to do is just enter the Contact Name and Company Name. LeadResearcher Pro will get you the business email address of that contact from the Internet, by automatically conducting advanced Internet searches.

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