



Scrapoint

LINKEDIN DATA INFRASTRUCTURE

A STORY
TWO COMPANIES
ONE GOAL

THE SAME GOAL · TWO VERY DIFFERENT PATHS

A Tale of Two Companies. 2,000 leads each.

Both have to deliver 2,000 qualified leads to the same client. One does it the hard way. The other uses Scrapoint. Here's what happens.

LeadBridge

The traditional way — scrape, then an army of people open every profile by hand.

THE GOAL

2,000 leads

vs

NovaReach

The Scrapoint way — structured data arrives ready, people just finish and send.

THE GOAL

2,000 leads

LEADBRIDGE

The traditional way: throw people at it

LeadBridge scrapes the data, then hands it to a large team that opens and checks every profile by hand — twice.



Add filters in Sales Navigator

Set the ideal-customer filters for the campaign.



Scrape the data

Pull the raw records from Sales Navigator.

10,000 records



Clean the data

Remove duplicates and incomplete rows.

7,000 left after cleaning



Hand to the research team — one profile at a time

Each analyst opens profiles one by one. One RA checks 500 profiles in a day shift — so 7,000 records means hiring a whole team.

35 research analysts



QA re-opens every URL to catch human error

A separate QA team repeats the work — opening the same profiles again to catch mistakes.

15 QA people



MIS & delivery format and send

The delivery team formats the file and sends it to the client.

50

people for
one
campaign

To deliver 2,000 leads, LeadBridge needs **35 research analysts + 15 QA** — plus the MIS and delivery team. The same manual work has to be repeated, profile by profile, for **every future campaign**.

NOVAREACH

The Scrapoint way: data arrives ready

NovaReach scrapes with Scrapoint — so the structured fields they need are already there. The team just finishes and sends.



Scrape from Sales Navigator with Scrapoint

Same source — but the data comes out structured, not as raw URLs.



Key fields are already in the data

Profile summary, industry, buying intent and tenure arrive ready — so filtering is fast and easy.

Summary · Industry · Buying intent · Tenure



Add 20 extensions on Scrapoint

Turn on the extensions and let Scrapoint do the heavy lifting.

20 extensions



Results back in minutes — research & QA done smartly

The research and quality work is handled in one smart pass, not by 50 people opening URLs.

40 minutes



Map the result

Map the structured output to the client's required fields.



MIS & delivery format and send

The delivery team formats the file and sends it to the client — same final step, far less work before it.

**40
min**
to the same
2,000 leads

Scrapoint delivers the structured fields and does the research & QA heavy-lifting, so NovaReach reaches the **same 2,000-lead goal** with a small team — and repeats it in minutes for every future campaign.

SIDE BY SIDE

Same goal. Two very different costs.

 LeadBridge	 NovaReach
PEOPLE PER CAMPAIGN 50 people — 35 research analysts + 15 QA, plus MIS & delivery	PEOPLE PER CAMPAIGN A small team + Scrapoint doing research & QA heavy-lifting
TIME TO RESULTS Days of manual work — every profile opened one by one, then again in QA	TIME TO RESULTS ~40 minutes — results come back ready to map and send
HUMAN ERROR High — thousands of manual checks, which is why a 15-person QA team is needed	HUMAN ERROR Low — structured fields and extensions do the consistent work

SHORT TERM

LeadBridge stands up ~50 people and burns days of manual work to deliver one batch of 2,000 leads.

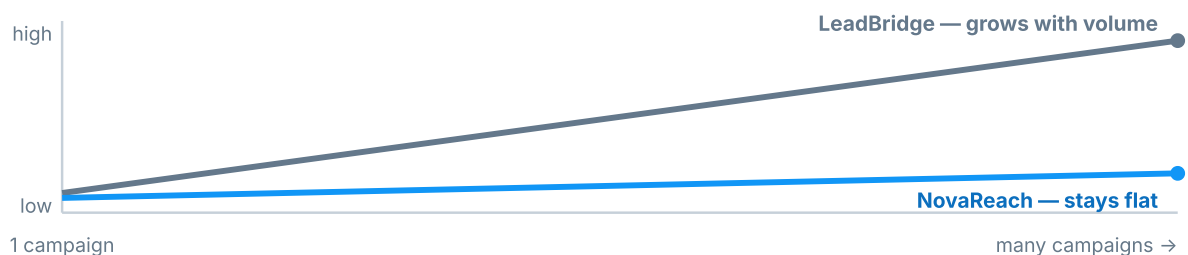
NovaReach gets the same 2,000 leads in ~40 minutes with a small team — and spends the saved time on clients, not on opening URLs.

LONG TERM

LeadBridge repeats all of it every campaign — more leads means more analysts and more QA. Cost and headcount grow with volume.

NovaReach reuses the same tool each time. Volume grows, headcount barely moves, and cost per lead keeps falling.

EFFORT & COST AS YOU GROW — THE LONG-TERM PICTURE



Illustrative. LeadBridge adds people as volume grows; NovaReach reuses the same tool, so effort and cost per lead stay low.

NOW COUNT THE MONEY

That was just one campaign of 2,000 leads

Everything so far was the raw calculation for a single batch. Real lead-gen companies run campaign after campaign — and for LeadBridge, this bill arrives **every single month**.

LEADBRIDGE — MONTHLY SALARY BILL FOR ONE CAMPAIGN'S TEAM

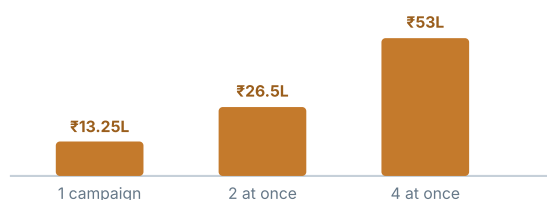
35 Research Analysts	× ₹25,000	₹8,75,000
15 QA Specialists	× ₹30,000	₹4,50,000
Total people cost	per month	₹13,25,000

₹13.25 lakh / month in salaries alone — before MIS, delivery, management, office, training and rework. NovaReach reaches the same 2,000 leads with a small team plus a Scrapoint subscription — a fraction of this.

TIME IS MONEY

Days vs **40 min**
LeadBridge vs NovaReach

50 salaried people tied up for days on one campaign is money burning while the client waits. Faster delivery means more campaigns per month from the same desk.

THE BILL MULTIPLIES WITH EVERY CAMPAIGN

Monthly salary bill, manual model. Growth means more people — the cost rises in lockstep.

WHY B2B & LEAD-GEN COMPANIES CAN'T GROW

In the manual model, **growth and headcount are chained together**. Winning a bigger client or more campaigns means hiring more analysts and more QA — more salary, more training, more managers, more human error, more rework. Revenue goes up, but so does cost, so the **margin never improves**. The company can only grow as fast as it can hire, train and manage people — and quality slips the moment it scales too quickly. That is the ceiling.

Scrapoint breaks the chain. When the structured data and the research & QA heavy-lifting come from a tool, doubling the leads no longer means doubling the team. Volume can grow while headcount — and cost per lead — stays flat.

The point isn't to scrape more data — it's to deliver qualified leads with less work, fewer people and lower cost. That is the difference between a company that stays stuck at one size and one that can actually scale.