

## We are proud of our results!

### **Background:**

When an investor response is needed, public companies will hire a proxy solicitor. In many instances, these companies would need to contact hundreds or thousands of individual shareholders in order to solicit votes to support resolutions or board candidates. Okapi Partners is one such proxy solicitation firm. Okapi Partners expedite that process by keeping the systems in place to efficiently and effectively reach shareholders on behalf of activist investors. Okapi Partners' clients task them with the shareholder outreach and advisory calls. They need to find their client's shareholders. Enter Searchbug data services!

### **The Problem:**

When an investor response is required it is absolutely imperative that publicly traded companies have the correct contact information for their shareholder base. They need accurate data and they need to keep that data up to date. Unfortunately many do not. When it comes time to vote these public companies need to find their shareholders. The problem is that shareholder contact information is often badly out of date.

### **Enter Searchbug & Okapi Partners**

These public companies turn to Okapi Partners to run successful outreach campaigns to their shareholders. They entrust Searchbug with the task of appending shareholder contact information so that they can successfully make advisory calls. Searchbug's powerful and inexpensive Batch Data Append tools allow Okapi to simply upload a CSV file, quickly appended it and reload it back into their database with which they can then begin their advisory calls.

Okapi Partners' Susan Hood explains, "Our clients may only have a name and address for their shareholders. We'll use Searchbug's Batch Append tool to get their phone numbers with which to make our advisory calls. We only get paid if we have a successful campaign. Searchbug has proven to be a great asset for us".

Susan further explains that one of the greatest benefits of working with Searchbug is the customer service. Though Searchbug utilizes self service processing, Susan likes the fact that there are real people working behind the automation to ensure the data is processed properly and returns accurately.

She points out, "One thing Searchbug is really really good at is that they have real people watching the data. There is a human behind the automation. They are on top of the data that we are submitting. Other data companies don't do this."

Searchbug has been able to dramatically increase the amount of successful outreach campaigns performed by Okapi Partners on behalf of their clients. In the last 2 years of using the Searchbug data service Okapi's contact success rate has more than doubled.

SearchBug is a professional online service for finding and investigating people, businesses, addresses, phone numbers, conducting social security number verification in lieu of e-verify, and much more.



# Proxy Solicitor Okapi Partners Taps Searchbug's Data Services

And more than  
doubles their  
contact success  
rate!

“ One thing Searchbug is really really good at is that they have real people watching the data. ”

Susan Hood, Okapi Partners

Contact us today  
Call (800) 990-2939

[www.searchbug.com](http://www.searchbug.com)