Champion Tracking

finds your past buyers and contacts again after they changed jobs

Champion tracking checks your champions, and a champion is a person at a customer or on a past deal who bought from you, used your product or backed you. When a champion has left the company, we find the same person at the new company and the person now in the old job. You send the CRM export.

Past buyers | **Product users** | **Records from lost deals** | **Records from open deals** | **Records at current customers** | Any contact you name

$1

Champion tracking costs $1 per record.

10

10 new contacts found, free, from your test list.

1

We reply within 1 business day.

Start my 10 free records ↗

What does champion tracking mean?

Champion tracking means keeping track of your past buyers and contacts after they change jobs. When someone on your list has left the company, BookYourData finds the same person at the new company and finds the person now in the old job.

What is a champion?

A champion is a person at a customer or on a past deal who bought from you, used your product or backed you inside the company. The job title doesn't matter, because the name comes from what the person did, not from the rank on a business card.

Champion tracking goes by 2 other names, job change alerts and tracking past buyers.

New company and old job

Each past buyer who left gets you the same person at the new company and the person now in the old job.

Pay only for new records

Checking your list costs nothing. You pay $1 per record, and 1 record is 1 new contact found.

Checked work email included

Every new contact comes with a checked work email, plus a direct dial or mobile where found.

Done for you, end to end

BookYourData handles the whole job from the CRM export you already have, with no tool, seat or login.

From 1 old champion,
2 new contacts land on your list

01

Find 1: the same person at the new company. BookYourData gives you the new company, the new title, a checked work email and a direct dial or mobile where found.

02

Find 2: the person now in the old job. You get a new buyer to talk to at a company that knows your product, and champion tracking finds the person once the company fills the job.

03

A contact still at the company means nothing more to do and nothing to pay. Champion tracking keeps that record on your list.

Why past buyers are easier to win than new customers

Your CRM holds past buyers. Contacts in your own CRM leave their jobs, and their records go out of date. Champion tracking starts from the list you already own.

1 or 2 new records

Each person who left is worth 1 or 2 new contacts.

Past buyers said yes once

Your past buyers already know you and said yes once.

Already in your CRM

You do not have to find these people, because they sit in your CRM.

A new person reviews the tools

A new person in the job often reviews the tools the last person picked.

Nothing found, nothing to pay

When a person stopped working or the company removed the job, nothing is found and you pay nothing.

> The U.S. Bureau of Labor Statistics puts the median time with the current employer at 4.1 years (Employee Tenure, January 2026).

What a champion tracking record holds

Each champion tracking record holds the name, new company, new title, checked work email and direct dial or mobile where found. The old company and old title sit beside the new. Your own CRM record ID and the date found appear on every record.

YOUR CHAMPION TRACKING FILE

		OLD VALUE		NEW VALUE				
CRM RECORD ID	STATUS	COMPANY	JOB TITLE	COMPANY	JOB TITLE	NAME	WORK EMAIL AND PHONE	DATE FOUND
104821	Still there	**Privia Health**	Practice Manager			Dana Whitfield		Oct 14, 2026
104833	Found at new company	**Arrive Logistics**	Supply Chain Manager	**Coyote Logistics**	VP of Operations	Marcus Ortega	m***@coyote.example (312) 555-0148	Oct 16, 2026
104857	New person in old job	**Hayward Holdings**	Plant Manager	**Hayward Holdings**	Plant Manager	Priya Raman	p***@hayward.example (704) 555-0163	Oct 20, 2026
104862	Found at new company	**AvidXchange**	Head of Payments	**Marqeta**	Head of Payments	Kevin Doyle	k***@marqeta.example (510) 555-0127	Oct 21, 2026
104862	New person in old job	**AvidXchange**	Head of Payments	**AvidXchange**	Head of Payments	Laura Brennan	l***@avidxchange.example	Oct 21, 2026
104870	Not found yet	**Plante Moran**	Managing Director			Sam Okafor		Oct 22, 2026

Every record in this preview is invented. **Each work email is checked before it lands in your champion tracking file.**

CLAIM MY 10 FREE RECORDS ↗

Champion tracking and the plain job change alert, side by side

BOOKYOURDATA CHAMPION TRACKING	JOB CHANGE ALERTS
Finds both people: champion at the new company, person now in the old job	Job change alerts, only a report that the person moved
You pay per new contact found	A yearly plan, a seat or lookups paid in advance, before anyone moves
Done for you, from the CRM export you already have	A tool you set up and run
Direct dial or mobile included where found	Extra charges for each phone number
Any list size, large lists on request	A cap set by the plan

How champion tracking works at BookYourData

Champion tracking is done for you, rather than a tool you run yourself. BookYourData takes the list you send and checks every contact, person by person, until the whole list is done. You hear from us within 1 business day.

1

Start with your list

Send the CRM export you already have, as a CSV or Excel file, or any list of contacts you name. The free test returns 10 new contacts found, free.

YOU SEND

2

We check who's still there

BookYourData checks your list contact by contact to see who still works at the same company. A person still there means nothing more to do, and nothing to pay.

PERSON BY PERSON

3

New company, old job

For each person who left, BookYourData finds the new company the person moved to. The person now in the old job is found once the company fills the job.

WHAT WE FIND

4

Matched to your records

Your file comes back with the new contacts, keyed to your own CRM record IDs. Every new contact lines up with the record you sent. From there, import into your CRM.

YOUR FILE BACK

CLAIM MY 10 FREE RECORDS ↗

The teams that order champion tracking

SDRs, account managers and lead generation agencies order champion tracking, write to past buyers at their new companies, meet the person now in the old job and reopen deals.

Sales teams

Account executives, SDRs and BDRs email past buyers at their new companies, reopen deals that ended without a sale, and reach people on a checked work email or direct dial.

Revenue and sales operations

Revenue and sales operations teams, CRM admins included, own the CRM import. Records that go out of date get updated, and sales receives a clean list to call.

Sales leaders

Sales leaders split records on past buyers across reps, set targets for reopened deals, and watch new titles enter the forecast.

Lead generation and outbound agencies

Lead generation and outbound agencies order champion tracking for clients, deliver the finished file and run the CRM import on the client's behalf.

Account managers and customer success teams

Account managers and customer success teams get the record for the person now in the old job when a champion leaves an account they serve, then book a first call.

Marketing teams

Marketing teams build campaign lists around job changes, sort past buyers by new company and new title, and send each segment email copy that names the new title.

Founders and owners of small B2B companies

Founders and owners of small B2B companies work the file themselves. Past buyers know the founder's name, so the founder writes each note personally.

Product-led growth teams

Product-led growth teams follow users who used the product at a past company to their new companies and open new accounts there.

How champion tracking is priced, per contact or per seat

$1

Champion tracking costs $1 per record.

Each record is 1 new contact we find and deliver: the champion at the new company, or the new person in the old job. Checking your list costs nothing. A contact we cannot find costs nothing. You pay per new contact found, not per seat.

WHAT WE FIND

- Still at the company
- Left the company, no new contact found yet
- Left and found at the new company
- New person found in the old job
- Both found, at the new company and in the old job

A software company sends 5,000 past champions from its CRM, the people on deals it won and lost. Every check costs nothing, and the company pays $1 for each new contact delivered. For each person who left, the maximum is 2 new contacts, so the bill grows only with the people who moved.

Other data providers bill a yearly plan, a seat or lookups paid in advance, before anyone moves. BookYourData charges per new contact found, after the find.

10 new contacts found, free, from your test list.

The minimum order is $500, which pays for 500 new contacts found. When fewer than 500 are found, the rest of the $500 stays as your balance with BookYourData for a later order. List size has no limit.

CLAIM MY 10 FREE RECORDS ↗

Champion tracking checks your whole list while a lookup service checks 1 person

An API provider is a service your code asks, lookup by lookup. Each answer is what its file holds about the person you looked up. The service does not check your whole list record by record or decide who now holds the old job. Every lookup gets billed, whether or not anyone moved.

> BookYourData checks your whole list, record by record. For each contact who left, you get the same person at the new company and the person now in the old job. You pay only for new contacts found. The free test gets you 10 new contacts found, free.

How your champion tracking file reaches you

CRM import and CRM integration
We send your file back in your CRM's import format, keyed to your own CRM record IDs, ready to import.

CSV or Excel file
A CSV or Excel batch file with your new contacts found, for teams that work in spreadsheets.

API
An API that returns the records when the check finishes, for pulling new contacts straight into your own tools.

Run the check once, or set up repeat checks. Repeat checks run on a fixed schedule: weekly, monthly, every 2 months, quarterly or twice a year. Each repeat plan gets its own quote with a monthly minimum.

Ask for the free test and get 10 new contacts found

Email mark@bookyourdata.com, say who is on your list and which CRM you use. BookYourData replies within 1 business day, asks for your free test list, and you get 10 new contacts.

1

We reply within 1 business day

BookYourData asks for your test list: your CRM export as a CSV or Excel file, or any list you name.

2

You get 10 new records

We check your list and send you the new contacts found, free.

BookYourData uses the CRM file you send only for your order and deletes it 30 days after delivery.

EMAIL

mark@bookyourdata.com ↗

WEBSITE

bookyourdata.com/champion-tracking ↗

Get 10 free records ↗