CUSTOMER CASE STUDY

Company: ConnectAndSell

Industry: Sales prospecting technology

ZoomInfo Service: Data Services

THE RESULTS

- Improved ability to reach prospects by 60 to 100 percent
- Reached thousands of mid managers
- Got prospects on phone in 90 seconds, instead of three minutes
- Funnel of forecasted revenue increased by 400 percent
- Increased bookings by 85 percent

ConnectAndSell Increases Bookings by 85% with ZoomInfo Data

ConnectAndSell™
Conversations Matter

THE COMPANY

ConnectAndSell chose ZoomInfo over the competition and improved connections with leads by 60 to100 percent

ConnectAndSell helps its clients get prospects on the phone and engaged in conversations quickly. ConnectAndSell's advanced, cloud-based solution automatically calls high volumes of prospects for companies. A global agent network navigates phone trees and talks to gatekeepers on behalf of ConnectAndSell's clients to ensure that the target prospect is reached directly. The company's platform requires massive amounts of B2B contact data. Its customers — companies of all sizes, including several Fortune 500 firms — rely on that data.

THE CHALLENGE

Inaccurate data, no direct extension phone numbers and few details on mid managers

Mark Godley, vice president of market development at ConnectAndSell, can't run his business on outdated data. Last year, ConnectAndSell made 25 million phone calls on behalf of its clients.

To target prospects efficiently, ConnectAndSell's platform must have the right phone numbers and up-to-date employment information on contacts. "Our clients rely on us to help them choose the best prospect data," he explained.

As the person responsible for sourcing the mountains of data used at ConnectAndSell, Godley has seen firsthand how data that's old, duplicated and just plain incorrect reduces the number of successful conversations between his clients and their prospects.

THE SOLUTION

Extensive B2B data vendor "bake-off" reveals high-quality winner

Godley completed an exhaustive audit of 15 B2B data providers, using ConnectAndSell's own platform to test the accuracy of more than 100 data sets.

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> Mark Godley
> VP of market development, ConnectAndSell

He wanted to make sure he was using the largest pool of data with the most accurate direct-dial phone numbers (numbers that ring directly through to the prospect's desk). Plus, he needed data that went beyond C-titles and included mid managers.

Using his platform to make more than 100 phone calls per hour, Godley soon assembled an extensive report on how all 15 B2B data providers performed. "It became evident that every vendor's data was average," Godley said, "except ZoomInfo's."

Godley used a metric called the "dial-to-connect ratio" (DTCR). It measures the number of calls required to reach targeted contacts personally (not a screener or gatekeeper). Godley discovered that using data from most providers, the DTCR ranged from 25 to 60.

"ZoomInfo blew us away by averaging around 10 dials-to-one connect," Godley said. "Not only was ZoomInfo's data six times better than the lowest performing vendor, it was 2 1/2 times better than the average across a composite of every data vendor in the market — a massive and incredibly important difference."

Although some providers claimed to have the "largest" data sets, Godley discovered that those files often included many duplicate and incredibly outdated records. He also saw numerous records for companies that were long gone or had changed addresses.

"ZoomInfo is hands down the winner. It is the gold nugget in a massive mountain of stale, junky data," Godley said.

Godley was impressed when he learned about ZoomInfo's proprietary technologies that gather and constantly verify data: "Unlike ZoomInfo, other data providers just don't seem to have processes to confirm, update, date stamp or even cross-reference data to remove duplicates and extinct companies."

THE RESULTS

Superior-quality leads get prospects on the phone faster

Now, Godley works hand-in-hand with data experts at ZoomInfo to find segments of prospect data uniquely targeted to his customers' needs. ZoomInfo regularly feeds these segments into the ConnectAndSell system, and ZoomInfo's data services team also helps Godley keep data consistently updated.

Godley tracks a variety of metrics that measure how quickly his platform gets the right person on the phone. Overall, his customers experienced a 60 to 100 percent improvement in reaching prospects.

"Our clients can now exponentially increase the productivity of their sales reps by simply switching data providers," Godley said. "Who wouldn't do that?"

On average, ZoomInfo data gets ConnectAndSell representatives on the phone with contacts in 90 seconds. "This is a huge improvement over the three minutes or more it takes when using other data providers," Godley said.

ConnectAndSell's own sales organization also began using ZoomInfo data, replacing information it had purchased from another vendor less than 12 months earlier. "Now that we are focusing 100 percent of our outreach on quality contacts with verified, accurate phone numbers, our results have gone through the roof," Godley said. "Bookings are up 85 percent and our funnel of forecasted revenue is up 400 percent."

It's metrics like these that showcase how ZoomInfo has improved business success for ConnectAndSell and its clients.