

ZOOMINFO | B2B SALES

Zoom Using Zoom

“We were able to drastically reduce our sales cycle by reaching our exact audience with a targeted message that spoke to their needs.”

- Chip Terry, VP and GM, Enterprise Solutions

Results

- Shortened sales cycle by 85%
- Aligned Sales & Marketing to deliver a highly-relevant message

Our Goal

We've told you that our business information can help you find, qualify and close more business. And we've put our solution to the test for our own lead generation efforts and have seen success first-hand ... and have the results to prove it.

Close business faster! Our average sales cycle is approximately 90 days. We wanted to tighten the time between campaign execution and business won.

Our Approach

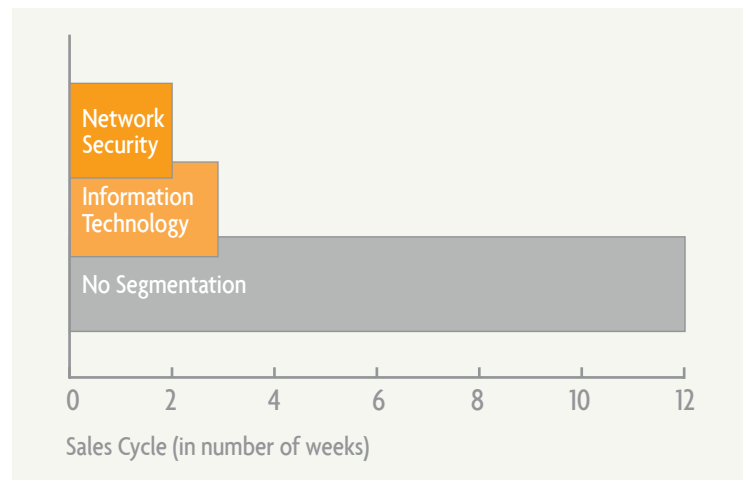
Get targeted! As marketers, we know the more targeted we are with our audience and message, the better the results. So to start, we reviewed our current client base and identified the industries where we are most strongly differentiated.

Using ZoomInfo's tool for highly-targeted lists pulls, we focused our first campaign on the IT industry, segmenting further using specific job titles within that industry. On week one of the campaign, a two-email campaign was sent to 4,934 people. By end of week three, we had closed two deals, one of which surpassed our average deal size – speeding up our sales cycle by 77%.

So it was time to get even more targeted. We dug deeper into the IT industry to target a niche audience - network security. We pulled a list of 1,100 prospects for this highly-targeted audience using ZoomInfo Lists, and prepared our one week blitz, comprised of two emails and phone follow-up by our sales team. *The results?* Even stronger than the first campaign! We targeted less than one-fourth the number of

people as the first campaign and closed four deals within two weeks. That's an 85% reduction of our standard sales cycle! Now those are results worth talking about.

Targeted Campaigns; Faster Results



Why It Worked

- Provided the ability to segment our audience and deliver highly-relevant messages to those audiences for stronger ROI.
- Delivered sales highly-qualified leads, with prospects who were ready to buy – drastically shortening our sales cycle.
- Created the ability to provide multiple touches with prospects with email addresses and phone numbers.