

## THE COMPANY

Concur is the leading provider of spend management solutions and services in the world, helping companies of all sizes transform the way they manage spend so they can focus on what matters most.

## CUSTOMER

*Concur*  
Industry: *Computer Software*

## THE RESULTS

Closed 390 opportunities for \$1.6 million in annual recurring revenue (ARR), which accounted for 10% of new opportunities

Produced an additional \$2.3 million of active pipeline

Achieved a higher call to connect rate using autodialing tools, credited to ZoomInfo's contact data

Identified targeted market and duplicated successes based on best buyers

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Growth Story

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## THE CHALLENGE

**Finding quality, targeted net new contacts to enable Concur's growing sales team.**

Concur's sales team grew significantly over a two year period. With such a fast growing sales team, they needed to provide enough contacts, and fast, to quickly ramp the new sales reps and plug into their nurture and outbound campaigns to produce more leads. The sales team was also having trouble with the quality of their contact data and found that many of their phone numbers and email addresses were out of date.

# CONCUR PRODUCED 1000% ROI TO DATE SINCE PARTNERING WITH ZOOMINFO

"Our sales team was wasting time updating contact records manually instead of selling, and leaving room for human error, which was hurting productivity and the bottom line," stated Sean Goldie, Senior Segment Marketing Manager – SMB, at Concur.

## THE SOLUTION

**Using ZoomInfo, Concur was able to ramp their growing sales team almost instantly.**

With ZoomInfo's contact data, Concur quickly filled in the gaps where they were missing important information, such as email address and direct dial phone number, in their existing database. They also uncovered 90% new targeted contacts compared to what they had before.

Additionally, the targeted campaigns using ZoomInfo data helped further align the sales and marketing organizations. Armed with the ability to build out contact lists to specific personas and companies has helped drive successful results from both a marketing and sales perspective.

"Bad data was handcuffing the sales, marketing, channel, client development, field services, customer experience, and sales operations teams, ultimately making a big impact on our productivity, people, and revenue," said Goldie. "ZoomInfo's accurate data allowed the sales team to spend more time selling and less time researching. Of all the data we used from ZoomInfo, the vast majority had direct dial phone numbers, which we used to enable autodialing campaigns. We live in our CRM and our success is dependent on a high volume of quality data."

## THE RESULTS

**Concur drastically increased pipeline due to ZoomInfo's highly accurate and targeted contact data.**

With a direct integration between Concur's CRM instance and accurate, targeted contact information from the ZoomInfo database, the sales team was able to increase productivity in specific areas of their funnel. Since partnering with ZoomInfo, Concur closed 390 opportunities for \$1.6 million ARR, accounting for over 10% of new opportunities, and 1000% ROI to date. They also produced an additional \$2.3 million in active pipeline due to ZoomInfo's targeted contact data.

"ZoomInfo's accurate data allowed the sales team to spend more time selling and less time researching."

Sean Goldie, Senior Segment Marketing Manager – SMB, Concur

"Before partnering with ZoomInfo, we weren't driving enough pipeline and needed to figure out a solution fast," explained Goldie. "We achieved a higher call to connect rate using autodialing tools, which we credited to ZoomInfo's contact data. Additionally, ZoomInfo was able to help us identify our best buyers which enabled us to fuel our funnel with targeted contacts and duplicate past successes."