



THE COMPANY

The j. David Group is a sales recruiting firm serving rapidly growing software, technology, and professional services organizations throughout North America.

CUSTOMER

j. David Group
Industry: *Recruiting*

THE RESULTS

Doubled their email output as a result of ZoomInfo's accurate contact data, helping them place more candidates

Significantly decreased the number of email bounce backs

Improved conversion rates within months of partnering with ZoomInfo

 **zoominfo.**
Growth Story

zoominfo.com
866.904.9666

THE CHALLENGE

Finding accurate contacts was taking too long due to inaccurate information from other data providers.

Recruiters at the j. David Group do all of their sourcing on LinkedIn, which doesn't provide personal contact information and puts a limit on how many emails a person can send daily. To resolve this, they started working with another data provider to find personal contact information on their leads. After working with the other data provider for a while, they began to realize the information was inaccurate and costing them time and money.

"The majority of the time we were guessing email address format, which wasn't too successful," stated Jay Webb, President of j. David Group. "We were getting a lot of bounce backs and needed something more reliable, which was when we decided to partner with ZoomInfo."

J. DAVID GROUP DOUBLED THEIR EMAIL OUTPUT AS A RESULT OF ZOOMINFO'S ACCURATE CONTACT DATA, HELPING THEM PLACE MORE CANDIDATES.

THE SOLUTION

Using ZoomInfo, j. David Group doubled their email output as a result of accurate contact information, helping them place more candidates.

With ZoomInfo's accurate data, j. David Group was able to build key distribution lists faster and double their email output, helping them place more candidates. They also saved time by doing an email merge, as opposed to before when they performed this task manually to remove the duplicate contact records and email addresses that bounced.

"ZoomInfo saves us time and helps us find the right people faster," explained Webb. "We doubled our email output, which we credit to ZoomInfo. Before we were going back and forth between InMail on LinkedIn and guessing email address format using another data provider since they didn't always have the accurate contact information we needed."

THE RESULTS

Access to ZoomInfo's data helped j. David Group find accurate contact information and significantly decreased the number of email bounce backs.

Using ZoomInfo, j. David Group cleaned up their contact records by removing duplicates and bounces, which significantly decreased the number of email bounce backs. They were also able to find accurate contact information, which saved them time since they no longer had to guess email address format.

"ZoomInfo provided us with accurate and targeted data, which helped us significantly decrease the number of bounce backs we received," Webb concluded. "We were able to improve conversion rates within months of partnering with ZoomInfo."