

CUSTOMER CASE STUDY

Company: netFactor Corporation

Industry: Online marketing

ZoomInfo Service: ZoomInfo Pro & Data Services

THE RESULTS

- 15 percent increase in close rates
- 300 percent increase in email click-through rates
- Up to a 16 percent decrease in bounce rates

From Fewer Bounces to More Sales, ZoomInfo Powers Success at netFactor



THE COMPANY

Caller ID for Your Website

netFactor Corporation provides a suite of products to drive new levels of sales performance from Internet marketing for the B2B market. The company's core VisitorTrack® technology platform integrates search engine marketing, marketing automation and Web analytics into a powerful application for website lead generation. It's like "caller ID for your website." The company serves customers in multiple industries including software, telecom, healthcare, technology, finance, professional services, manufacturing and transportation.

THE CHALLENGE

Finding Highly Targeted, Reliable Prospect Data

netFactor needed data for email campaigns that met their specific targets and that was accurate enough to protect their email reputation. And the company needed reliable details on prospects that would give their sales teams a competitive advantage as they prepare for cold calls.

"Some data providers claim to provide lists based on typical fields like revenues, titles, etc.," said Bryan Poss, netFactor's senior marketing director. "But too often what they provide isn't targeted enough. Some lists were so bad that I couldn't figure out how they were created."

"And that's not all," Poss continued, "Our bounce rates got as high as 50 percent with some of these lists. Spam is a big issue. We can't afford to use junk data because sending messages to too many invalid addresses can get us blacklisted."

Bad data was also wasting time in netFactor's sales department. Poss added, "Salespeople frequently found that that phone numbers, job titles and other important information was incorrect. We needed better quality all around."

THE SOLUTION

Easy Searches with ZoomInfo Pro plus Data Expertise

netFactor began using ZoomInfo Pro to build prospect lists and help salespeople prepare for sales calls. Poss said he likes being able to control exactly who gets added to a mailing list. "I love the ZoomInfo Pro user interface," Poss said. "It's so easy to do an advanced search and narrow down a list to very specific targets."

And ZoomInfo Pro proved to be valuable to the sales staff, as well. "The more information a salesperson can get on a prospect, the higher

“ZoomInfo’s business data is the best I’ve used. Our email bounce rate with ZoomInfo data is only 3.5 percent. With ZoomInfo’s competitors, it’s 15 to 20 percent.”

Bryan Poss
Senior marketing director, netFactor

the chance of success," Poss explained. "ZoomInfo Pro is a powerful way to arm a sales force with all the detailed information needed to call a prospect."

Poss also took advantage of ZoomInfo Data Services, enlisting the help of a ZoomInfo data expert to create a customized mailing list.

THE RESULTS

Fewer Bounces, More Sales – A Universe of Highly Responsive Prospects

Using data from ZoomInfo, netFactor's email bounce rates dropped to just 3.5 percent, easing Poss' concerns about damaging his company's email reputation. While Poss considered that a very important benefit, he also discovered that the prospects from ZoomInfo's business data were highly responsive.

Poss sent the exact same message to his new ZoomInfo prospects that he had sent to addresses he got from other providers. "We saw a 10 percent increase in the open rates, click-through rates jumped to three times what we received before using ZoomInfo data and ZoomInfo helped us increase our close rate by 15 percent," he said.

"That's a direct result of superior click-through rates with ZoomInfo data," Poss explained. "If prospects click on a link back to our website, we can almost always schedule a product demonstration with them."

netFactor's salespeople, explained Poss, have become addicted to ZoomInfo: They make more contacts per day and they're well prepared for calls because they use the deep background information in ZoomInfo's profiles before they call prospects.

"ZoomInfo's business data is the best I have ever used," Poss concluded. "We do a lot of email campaigns and none performed as well as the ones that use ZoomInfo."