THE CHALLENGE

Marketing was spending a lot of time and money generating leads to the sales team, but the data was often incomplete or inaccurate on incoming leads.

Marketing was spending a lot of time and money producing campaigns that were driving leads to sales. The problem was when sales received the lead, the data was often incomplete or inaccurate. More specifically, if a lead didn't have a phone number or had a main office number, the sales reps were spending a lot of time calling that lead with very little luck. Although Brainshark was able to drive hand raisers from their marketing campaigns, the leads weren't converting at the pace they hoped for. The Brainshark team didn't have access to direct dial phone numbers and their connect rates suffered because of it. They also needed a full picture of their database so they could continue to fuel their funnel with new, targeted contacts.

"The marketing team was spending a lot of time and effort on generating leads for the sales team, but the leads were coming in with incomplete and inaccurate information, meaning sales either wasn't following up with them or they were spending a lot of time researching their contact and background information," explained Kate Sarkissian, Senior Manager, Database Marketing, at Brainshark.

ACHIEVED A 30% INCREASE IN CONNECT RATES

THE SOLUTION

With ZoomInfo, Brainshark was able to shorten their lead follow up, reaching decision makers 4x faster.

With ZoomInfo, Brainshark was able to shorten their lead follow-up time, reaching decision makers 4x faster. Most data platform don't have self-service models like ZoomInfo does, which was critical to shortening the sales follow-up time with leads. The ZoomInfo platform provided a self-service portal, CRM and marketing automation integration which became an integral part of their strategy.

Brainshark's revenue generation process evolved into a robust and dynamic system with ZoomInfo, where data is constantly being refreshed. They're able to maintain their existing database, as well as run multiple customized strategic projects fitting their specific buyer personas, resulting in a more efficient and effective process.

> "With access to direct dial phone numbers, our sales team is now 30% more likely to reach decision makers when calling. Marketing was also able to provide sales with the leads and contact information they needed and fast. If you are going to go through the trouble of running a lead generation program you need to make sure your sales team can continue the conversation."
>
> Kate Sarkissian, Senior Manager, Database Marketing, Brainshark

ZoomInfo has become an important part of the sales and marketing funnel. The marketing team at Brainshark sends out strategic campaigns and lead nurture programs and uses ZoomInfo to build out targeted campaigns based on their buyer personas and refresh contacts, as well as fuel their funnel with new targeted contacts on a regular basis. They're able to keep their CRM clean by only adding information on contacts that's important to the sales team. From there, their business development representatives follow-up on any leads generated from these campaigns. At this point, Brainshark is able to append important information, such as direct dial phone numbers, so the sales team can facilitate their outreach efforts.

"Having a direct phone number is absolutely critical when the appointment setting is happening. We worked so hard to get these people to raise their hands, and we want to make sure that sales is able to reach them to set the appointment. Having direct and accurate contact information ensures we don't lose productivity or momentum when new leads flow in," said Sarkissian.

In addition to outbound efforts, Brainshark drives an inbound lead program. Leads coming in from web forms are often incomplete, missing critical

information. Brainshark must therefore, ensure they are filling in needed data points on the back end. Using ZoomInfo Enhance in their workflow on inbound leads, Brainshark was able to append the missing pieces of data onto the leads before passing them to sales. Sales now had a complete picture of the contact and most often a direct dial phone number to call, increasing their connect and conversion rates. Complete data is critical to a well segmented nurture.

THE RESULTS

Since partnering with ZoomInfo, Brainshark achieved a 30% increase in connect rates.

Brainshark has been able to achieve a 10% increase in Marketing Qualified Opportunities and boosted connect rates by 30%.

"With access to direct dial phone numbers, our sales team is now 30% more likely to reach decision makers when calling," explained Sarkissian. "Marketing was also able to provide sales with the leads and contact information they needed and fast. If you are going to go through the trouble of running a lead generation program you need to make sure your sales team can continue the conversation."