

THE COMPANY

Marketing Advocate helps global organizations turn channel marketing into a revenue driver with its industry-leading Through-Partner Marketing Automation (TPMA) software by maximizing lead efficiency, generating sales-ready leads, and building pipeline. They work with some of the world's largest brands, including IBM, Citrix, Bloomberg, NetApp, and Microsoft.

CUSTOMER

Marketing Advocate
Industry: *Marketing*

THE RESULTS

Expanded deal size by 80 percent when ZoomInfo was the lead source

Turned prospects into leads faster when ZoomInfo was the lead source, closing deals in half the time

Produced 188 percent ROI within months of using ZoomInfo

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Growth Story

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THE CHALLENGE

Spending too much time generating high quality leads, difficulty reaching decision makers, and taking too long to close deals.

Marketing Advocate was having a hard time identifying IBM resellers in North America. They hired contractors to spend eight hours a day looking for companies that were potential IBM resellers. Once these companies were categorized as possible IBM resellers, Marketing Advocate looked up their websites and compared them to the IBM portal to confirm. After classifying the IBM resellers, Marketing Advocate still didn't have a contact person, so they were using any online resource they could find. Because they were relying on anything they could gather online, their conversion rates and accuracy of their database were negatively impacted.

MARKETING ADVOCATE EXPANDED DEAL SIZE BY 80 PERCENT WHEN ZOOMINFO WAS THE LEAD SOURCE

"It took too long to reach a decision maker and close a deal," explained Courtney Caldwell, Vice President of Marketing.

THE SOLUTION

ZoomInfo's data and Salesforce integration saved the sales team time, money, and increased efficiency across the board.

Using ZoomInfo's data and Salesforce integration, Marketing Advocate was able to obtain accurate information on prospects and look up decision makers at key companies. The sales team could make sure they were targeting the right people and gather valuable background information before their calls, and import the data directly into Salesforce.

"Accurate business data is important to the bottom line," Caldwell explained. "Having meaningful conversations with decision makers leads to bigger deals and increased revenue, and ZoomInfo provided the tools for us to do this," stated Caldwell.

THE RESULTS

Turned prospects into leads faster when ZoomInfo was the lead source, closing deals in half the time.

Since partnering with ZoomInfo, Marketing Advocate has been able to turn prospects into leads much faster, closing deals in half the time. On average, it took the sales team 45-90 days to close a deal when ZoomInfo was the lead source, versus 180 days with other lead sources. Additionally, the deal size was 80 percent larger when ZoomInfo was the lead source.

Marketing Advocate has found ZoomInfo to be an indispensable investment. In fact, they produced 188 percent ROI within months. "For every dollar we invested in ZoomInfo, we generated \$1.88 in sales revenue. This highly justified our investment," concluded Caldwell. "ZoomInfo was credited as the lead source for 60 percent of deals closed in February of 2014. We're very happy and are looking for a very strong first quarter this year."

"We were able to decrease our cycle close time, increase deal size, and have a positive impact on email deliverability metrics by partnering with ZoomInfo."

Courtney Caldwell, VP of Marketing,
Marketing Advocate