



THE CUSTOMER

LeanData's Demand Management Suite helps companies make the most of their demand by building a frictionless funnel. LeanData supports all go-to-market strategies, including account-based marketing, account-based sales development, geo-based territories and more. With over 100 million leads processed, LeanData powers sales at the world's most innovative businesses, from fast-scaling startups to established companies

Industry: Computer Software

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BILLY HUANG

Senior Marketing Operations Manager,
LeanData



Growth Story

THE CHALLENGE

As LeanData's sales team saw significant growth, their marketing team needed to increase the number of contacts and accounts in their database to keep up with growing demand.

"There was a big push to refresh our database, as well as add new contact and account information," explained Billy Huang, Senior Marketing Operations Manager at LeanData.

At the time, LeanData's sales team had already found success with ZoomInfo, but their marketing team was using data from another vendor. To ensure they were getting the most complete set of contact and account data, marketing decided to run a bake-off between their current provider and other leading vendors in the marketplace, including ZoomInfo.

THE SOLUTION

In the evaluation process, LeanData focused on the number of net new names and accounts each provider was able to return, as well as the technographic and firmographic information associated with each account.

In the end, LeanData found ZoomInfo provided them with the greatest number of net new contacts and accounts. "We reached out to a number of the largest data vendors in the marketplace and ZoomInfo had the most accurate and complete dataset for both contact and account information," said Huang. "ZoomInfo came out on top, providing us with 7,000 new accounts and 18,000 new names."

In addition to having the most complete set of contact and account information, LeanData's evaluation proved ZoomInfo to have the most comprehensive technographic data in the marketplace. "ZoomInfo's technographic data really stood out for us. This was key for us, because we are only interested in companies using Salesforce," explained Huang.

"Since partnering with ZoomInfo, we've doubled the names and accounts in our database, and have been able to successfully leverage that in our campaigns."

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THE RESULTS

Using ZoomInfo's advanced search, LeanData was able to identify accounts and contacts based on firmographic and demographic benchmarks that matched their ideal customers. "Since partnering with ZoomInfo, we've doubled the names and accounts in our database, and have been able to successfully leverage that in our campaigns," said, Huang.

LeanData has been able to significantly grow their business and drive awareness by identifying, connecting with and engaging with more of the right buyer personas. "Having a reliable source of data that both the sales and marketing teams trust, that's huge for us. Our sales reps were already seeing success with ZoomInfo and now both sales and marketing are on the same page in terms of the data we're working using," commented Eric Cetinich, Account Development Manager at LeanData.