



## THE CUSTOMER

C-Level Connections delivers professional B2B lead generation, appointment setting and sales pipeline analysis services for organizations across the U.S. With expertise in advancing the sales cycle, the company maximizes the success and efficiency of its clients' sales efforts.

*Industry: Business Services*

## THE RESULTS

# 300%

increase in prospect touch points

# 30%

increase in set meetings



# Growth Story

## THE CHALLENGE

**C-Level Connections needed a more accurate and cost-effective contact information resource to fuel its B2B sales pipeline services.**

In acquiring contact information to set up sales meetings for its customers, C-Level Connections found that too much of its budget went toward expensive list providers. Far too often, the acquired contact data and prospecting information was outdated.

"The contact data we had been securing from most external list providers was at most 50% accurate," explained Leslie Kimmons, Relationship Manager and Marketing Assistant, at C-Level Connections. "Beyond a low return on investment, this also meant our team was spending more time verifying contacts instead of doing what they do best – sell."

## THE SOLUTION

### C-Level Connections turned to ZoomInfo's Growth Acceleration Platform.

In order to achieve their goals, the company knew it needed a better, more accurate and cost-efficient contact information source.

"The key to our success is productivity; our sales teams must be able to work fast and efficiently in order to meet ongoing sales objectives," Kimmons said.

C-Level Connections selected ZoomInfo to help maximize its sales productivity. Powered by a database of over 200 million professional and 13 million company profiles, ZoomInfo's Growth Acceleration Platform empowers C-Level Connections's sales team to quickly identify and connect with the right decision makers by email, direct calls and direct mail.

**35%**

less time spent on verifying leads



"The accuracy of ZoomInfo data is unmatched, and it has fueled greater success for C-Level and our clients."

**JAY FLANAGAN**

Lead Generation Manager, C-Level Connections

## THE RESULTS

**C-Level Connections increased prospect touch points by 300%, and meetings set by 30%.**

With accurate, current information from ZoomInfo, C-Level sales reps were able to connect with decision makers much more quickly, making 300% more touches per hour. In addition, C-Level reps spent 35% less time verifying leads, and increased meetings set by 30%. Now, 99% of C-Level contacts and leads come from ZoomInfo.

"The accuracy of ZoomInfo data is unmatched, and it has fueled greater success for C-Level and our clients," said Jay Flanagan, Lead Generation Manager, at C-Level Connections. "We now consider ZoomInfo a fundamental investment for our organization."