CrossTech Media

THE COMPANY

CrossTech Media builds communities in the information technology (IT) and education sectors by providing materials on emerging technology trends through online and print resources and in-person events. Each year, the company hosts thousands of IT executives at events for programs ranging from online marketing, content management and data center management to K-12 education. CrossTech Media provides education and connects buyers and sellers at executive conferences and trade shows across the United States. It reaches more than 250,000 people.

CUSTOMER

CrossTech Media
Industry: *IT and Education*

THE RESULTS

Reduced sales cycle by 50 percent

Reduced costs and built high-level database for future growth

Identified significant revenue in new sales within three months

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THE CHALLENGE

Find high-level speakers, sponsors, topics quickly

Creating executive-level conferences and programming about fast-moving technology requires equal parts trend-watching, technical expertise and personal attention to detail. The business relies on finding experts, assembling programs and marketing them to industry-leading companies that can benefit from sponsorship or participation. Then these programs are introduced to people looking for answers to complex questions or managing through emerging technology trends.

CROSSTECH MEDIA REDUCES COSTS AND CUTS SALES CYCLE TIME IN HALF

CrossTech Media hits these moving targets thanks to a combination of referrals from industry leaders and a robust technology of data and search capabilities to identify and target prospective clients.

THE SOLUTION

Use ZoomInfo Pro to connect to the right audience

"I have built events using ZoomInfo Pro — these are executive conferences so I target Fortune 500 clients. I love the flexibility ZoomInfo offers," said Richard Erb, vice president of business development at CrossTech Media. "It may start with the director of marketing or someone else in the food chain before reaching the CEO. There's so much change at large companies like IBM and HP that I start with putting some information in front of a person and the credibility of who referred me. I can't tell you how many people have forwarded a message saying 'I'm not the right person for this, but I can point you to the appropriate contact.' "

THE RESULTS

Developed new Business and high-level database growth

ZoomInfo Pro helped CrossTech Media develop new business and revenue streams. It has been instrumental in launching new conferences in on-line marketing and the future of data center operations. Within a few months, CrossTech Media had several world-class sponsors from their ZoomInfo-based programs. ZoomInfo Pro's search capabilities enabled CrossTech Media to identify vertical segments of the data center industry based on company size, as indicated by revenue and number of employees. ZoomInfo Pro yielded an amazing ROI of 25:1 after a few short months of use. "When prospecting is an option, most people don't do it because it's hard work," Erb adds. "But when it's your only option, ZoomInfo Pro is a 'must have'— I love the ability to target a community by title, revenue, geography. It's truly able to deliver target marketing."

> "I consider ZoomInfo Pro to be my silent partner. I prospect new clients all day long – ZoomInfo Pro connects me with the right people 90-plus percent of the time."
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> Richard Erb, VP of Business Development, CrossTech Media