

DIGITCOM

THE CHALLENGE

At Digitcom, growth was the name of the game. As the company's marketing team shifted from an inbound to an outbound strategy, they realized the need for a better, more robust B2B data provider that could help them streamline productivity and eliminate time wasted on manual prospecting efforts.

"To grow our customer base, we needed to both accelerate and expand our outbound prospecting efforts. However, before allocating any additional time or resources, we needed to make sure we had the right data in place to support our reps," explained David Donnelly, Digital Marketing Manager at Digitcom.

THE SOLUTION

"With ZoomInfo, we're able to segment and specify the criteria we use to quickly identify our best-fit accounts and contacts," said Donnelly, "Rather than casting a wide net, we're able to get granular by taking advantage of ZoomInfo's wide range of contact data and advanced company insights."

Since partnering with ZoomInfo, Digitcom has been able to successfully grow their pipeline and increase revenue. "With ZoomInfo, we've increased the number of meetings scheduled by 85% and have decreased our email bounce rates by 13%," explained Donnelly.

"Not only are we satisfied with the data at our disposal, but working with the ZoomInfo team has been one of the best customer experiences I've had in the B2B space."

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The Company

Established in 1991, Digitcom has become a Canada-wide leader in voice and data communications. Digitcom offers end to end telecom solutions, installations, relocations, upgrades, data cabling, and, more recently, managed services.

Industry: Telecommunications