Kenandy

zoominfo Growth Story

THE CHALLENGE

Building brand awareness and closing sales were an uphill battle due to inaccurate data from their previous data partner.

Prior to partnering with ZoomInfo, Kenandy's biggest challenge was increasing awareness of their Cloud ERP solution, as well as increasing overall sales. Kenandy had previously been disappointed with the solutions offered by other data providers. Kenandy's Director of Demand Generation Adem Sengul explains, "We were using another data provider, but the team was not happy with the data accuracy and there were problems with their Salesforce.com integration."

While evaluating new data partners, Kenandy was focused on finding a solution that supported account based marketing and allowed them to find additional contacts for inbound leads.

KENANDY INCREASED TOP ACCOUNT COVERAGE BY 350% WITH ZOOMINFO

THE SOLUTION

Accurate data and a superior Salesforce integration was the key that unlocked Kenandy's potential.

Fed up with their previous data partner's poor performance, Sengul started the search for a new data provider. He was initially drawn to ZoomInfo for their accurate data, powerful Salesforce integration, and its cost per user pricing model.

ZoomInfo's Growth Acceleration Platform gave Kenandy the tools required to reach their target accounts and supercharge their account-based marketing efforts. By partnering with ZoomInfo,

Sengul and his team would be able to source additional contacts for inbound leads, as well as find more information on those leads – including social media accounts – in order to have more valuable conversations conversations.

THE RESULTS

By partnering with ZoomInfo, Kenandy's sales team was able to become more efficient and increase revenue.

Using ZoomInfo, Kenandy increased its top account coverage by 350%. They were also able to increase the number of contacts per open opportunities by 5X. With such a marked increase in number of contacts, you think Kenandy would have to have increased their time spent searching for this information, but this wasn't the case. "ZoomInfo allows our sales team to focus on sales, not research," explained Sengul. "ZoomInfo helps us discover accounts who may benefit from our solution."

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> Adem Sengul, Director of Demand Generation, Kenandy