THE COMPANY

Marketing Advocate helps global organizations turn channel marketing into a revenue driver with its industry-leading Through-Partner Marketing Automation (TPMA) software by maximizing lead efficiency, generating sales-ready leads, and building pipeline. They work with some of the world's largest brands, including IBM, Citrix, Bloomberg, NetApp, and Microsoft.

CUSTOMER

Marketing Advocate
Industry: *Marketing*

THE RESULTS

Produced 188 percent ROI within months of using ZoomInfo

Boosted the number of marketing qualified leads from email campaigns by 300 percent

Improved email click-through-rate (CTR) by 900 percent

Increased click-to-open-rate (CTOR) by 820 percent

THE CHALLENGE

Finding targeted, accurate business data.

Marketing Advocate needed targeted, accurate business data to fuel their marketing campaigns. Before partnering with ZoomInfo, they hired contractors to spend eight hours a day looking for companies that were potential IBM resellers. Once these companies were categorized as possible IBM resellers, Marketing Advocate looked up their websites and compared them to the IBM portal to confirm. After classifying the IBM resellers, Marketing Advocate still didn't have a contact person or any other data, so they were using any online resource they could find.

MARKETING ADVOCATE'S DATABASE GREW 200 PERCENT SINCE PARTNERING WITH ZOOMINFO, IMPROVING CONVERSION RATES SIGNIFICANTLY

"Because we relied on anything we could gather online, the accuracy of our database and conversion rates were negatively impacted," explained Courtney Caldwell, Vice President of Marketing.

THE SOLUTION

ZoomInfo provided relevant and accurate contacts.

ZoomInfo helped Marketing Advocate fuel their CRM with relevant and accurate contacts. The marketing team also gained access to important demographic and firmographic data, helping them determine who to target and how to segment their messages.

"ZoomInfo's data enhanced the quality of our contacts, which significantly improved our email campaigns and conversion rates," Caldwell stated. "Accurate business data is important to the bottom line."

The marketing team also leveraged ZoomInfo for Salesforce, making it simple for them track campaigns and increase marketing's contribution to the bottom line.

THE RESULTS

Significantly improved email marketing metrics and increased ROI.

Thanks to ZoomInfo, Marketing Advocate easily maintained the hygiene of their data and grew their database by 200 percent. The ability to send targeted messages to relevant contacts significantly improved their email marketing metrics. Overall, Marketing Advocate's email deliverability rate improved by three percentage points, decreased unsubscribe rates by 100 percent, doubled open rates, boosted the CTR by 900 percent, and improved the CTOR rate by 820 percent.

"ZoomInfo provided us with accurate and targeted data, which helped us boost the number of marketing qualified leads from email campaigns by 300 percent," Caldwell concluded. "We were able to improve conversion rates and produce 188 percent ROI within months of using ZoomInfo."

> "The quality contacts we received from ZoomInfo improved our email deliverability rate by three percentage points, decreased unsubscribe rates by 100 percent, doubled open rates, boosted the CTR by 900 percent, and improved the CTOR rate by 820 percent."
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> Courtney Caldwell, VP of Marketing, Marketing Advocate