

Growth Story



The Challenge

In early 2016, Metro Exhibits re-evaluated the tools and services within their existing marketing technology stack. As a result, they found email to be their most effective channel in terms of engaging and converting net new contacts. Unfortunately, they found that the data fueling their marketing campaigns was incomplete, outdated, and overall inaccurate. While email marketing proved to be effective for Metro Exhibits, without the influx of accurate and complete data for net new contacts, they were unable to scale their success.

The Solution

“As a company that supports events and trade shows, our target market is always expanding which is why we consider net new contacts to be our holy grail” explained James Gibson, Digital Marketing Director at Metro Exhibits. “We found that if we can identify and market to net new contacts, the chances of them becoming a qualified lead increases by 22%.”

After participating in a free trial with ZoomInfo, Metro Exhibits was confident that ZoomInfo could support their initiatives with complete, up-to-date, and correct contact and account data. This was especially helpful for targeting companies and titles across a variety of different industries and markets. “The quality and coverage of ZoomInfo’s database was key for us. With ZoomInfo, we’re able to drive success by continuously fueling our campaigns with net new contacts,” explained Gibson.

126%

Year-over-year increase in
lead generation volume

45%

Increase in ROI



With ZoomInfo, we’re now able to segment and personalize our outreach, making sure we reach the right people, at the right time.

JAMES GIBSON

Digital Marketing Director at Metro Exhibits

The Customer

Metro Exhibits provides trade show display solutions of any size and budget. From large custom exhibits to portable displays, Metro offers a full range of trade show products and services.

Industry: Marketing & Advertising

“ZoomInfo’s data is a crucial resource for our team,” said Cahill. “Every wrong number we received from our previous data partner would keep us from speaking with key contacts immediately after the appropriate trigger. We know the downstream impact of inaccurate data and it can be extremely expensive. That’s not an issue anymore with ZoomInfo. We’re now able to connect faster than ever before.”

The Results

With ZoomInfo, Metro Exhibits has been able to develop and execute segmented email campaigns that speak to their targeted audiences. “As an event company, timing and relevance is essential for cultivating engagement. With ZoomInfo, we’re now able to segment and personalize our outreach, making sure we reach the right people, at the right time.”

“Our email marketing strategy is only as good as the data that powers it, and with ZoomInfo’s data fueling our campaigns, we’ve seen a 126% year-over-year increase in lead generation volume, directly resulting in a 45% increase in ROI,” said Gibson.



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