

Growth Story



The Challenge

PFL was searching for a data provider to assist with their prospecting efforts. The provider would be responsible for aiding the team in reaching their success metrics, which called for having up-to-date information that would allow their sales team to connect with prospects and cultivate meaningful conversations.

“To meet our sales objectives and maximize productivity, we needed a solution that could provide us with accurate and complete information on accounts and prospects,” explained Nadia Grabiner, Strategic Business Development Executive at PFL.

The Solution

PFL ended up scheduling a free trial with ZoomInfo to explore the platform. Almost immediately, it was apparent that ZoomInfo could effectively enhance their overall prospecting process. “For us, it was an easy choice. We quickly came to realize that ZoomInfo had the best data and coverage in the market,” Grabiner stated, “And not only did ZoomInfo have the data we were looking for but we knew their robust integrations and tools would help simplify our outreach process and streamline our existing workflow.”



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NADIA GRABINER

Strategic Business Development
Executive at PFL

The Customer

PFL is a marketing technology company that provides sales enablement and marketing automation solutions, as well as printing, mailing, and fulfillment services.

Industry: Marketing Technology

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Strategic Business Development Executive at PFL

With ZoomInfo’s ReachOut Chrome extension, PFL’s sales reps are able to identify and connect with prospects, faster. “ZoomInfo’s ReachOut plug-in allows our reps to access detailed contact and account information without having to switch between tools. It’s a huge timesaver,” explained Grabiner.

The Results

“ZoomInfo is always our starting point for finding the right accounts to go after, as well as finding the right people within those companies,” explained Grabiner. Almost daily, PFL is continuously impressed by ZoomInfo’s dependable data. “I remember PFL before ZoomInfo, and I remember it after ZoomInfo. I would never, ever consider doing this job without having ZoomInfo as a tool,” explained Grabiner.

ZoomInfo’s recent acquisition of Datanyze, the leading technology technographic provider, has been well received by the PFL team. “Over the past few years, ZoomInfo and Datanyze have been two core technologies within our tech stack, and now that the two have merged, we couldn’t be more excited,” explained Grabiner. “We’re now able to condense our tech stack and further streamline our prospecting efforts. It’s a win-win situation.”

In addition to their satisfaction with the data and integrations, PFL has found an added benefit in the support and quality of ZoomInfo’s customer service. “Working with the ZoomInfo team has been a stellar experience. When it comes to training new reps and providing us with additional insight on new features and tools, as they roll out, the ZoomInfo team has been super proactive and responsive,” stated Grabiner.