

# Growth Story



## The Challenge

“At Reveneer, we’re tasked with acquiring new logos and delivering growth and success for our customers across a whole range of industries. Our sales teams are targeting a variety of different markets and management levels—we’re going after all different shapes and sizes,” explained Ryan Casey, Sales Operations Engineer at Reveneer.

To drive their own prospecting efforts as well as deliver success for their customers, Reveneer knew they would need to partner with a data provider that could support their sales team with accurate and complete account and contact data across a variety of verticals.

## The Solution

Ultimately, Reveneer found ZoomInfo to be the best fit for their needs, as it proved to have the most comprehensive database of contact and account data in the marketplace. “ZoomInfo’s diversity of contact and account coverage is one of its major strengths, especially when compared to that of its other competitors,” stated Casey.

Since partnering with ZoomInfo, Reveneer has seen a drastic increase in productivity and efficiency across their entire sales organization. Specifically, with ZoomInfo’s ReachOut Chrome extension, Reveneer’s sales reps are able to gather their desired data without interruptions.



While each team here has a technology stack that’s customized for their specific needs, every single sales rep at Reveneer is able to find success with one B2B contact data sourcing tool, and that’s ZoomInfo.

### RYAN CASEY

Sales Operations Engineer at  
Reveneer.

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## The Customer

Reveneer was created to help companies achieve breakthrough sales results by building high-velocity sales operations based on their own blueprint for success.

**Industry:** Sales & Technology

“ZoomInfo’s ReachOut tool has been a key piece in enhancing and improving our prospecting efforts. It’s also been key in helping our technology stack work together,” explained Casey.

In addition to having access to accurate and complete direct dials and email addresses, Reveneer’s sales team has found immense value in ZoomInfo’s technographic and firmographic information. This data arms the sales team with the information they need to have more informed conversations and ultimately, gain a competitive advantage.

“ZoomInfo is a really rich source of technographic and firmographic information. It’s paid its dividends, especially for our technology-focused team.”

## The Results

ZoomInfo’s contact data and sales intelligence platform has helped Reveneer’s entire sales organization scale their prospecting efforts and deliver success for their customers. “While each team here has a technology stack that’s customized for their specific needs, every single sales rep at Reveneer is able to find success with one B2B contact data sourcing tool, and that’s ZoomInfo,” explained Casey. “ZoomInfo makes our sales representatives extremely successful, which, by default, makes our entire organization successful.”



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**RYAN CASEY**

Sales Operations Engineer at  
Reveneer