

Growth Story



The Challenge

Prior to ZoomInfo, the sales team at SambaSafety was struggling to identify and engage with potential customers. “We were looking to build out our customer base and create deeper connections with prospects,” explained Lindsay Davis, Sales Enablement Specialist at SambaSafety. After evaluating the vendor landscape, SambaSafety found ZoomInfo to have the most complete and accurate set of account and contact data in the marketplace.

The Solution

Since its implementation, ZoomInfo has cultivated more opportunities for SambaSafety’s sales team. “We had used other data providers in the past but none were able to provide us with accurate contact and account data for mid-market companies,” explained Davis. “Using ZoomInfo, our reps are now able to target their specific territories and personas with just few simple clicks.”

ZoomInfo’s integration with Salesforce has been an essential tool for SambaSafety’s sales team. “Combined with the quality and coverage of their account and contact data, ZoomInfo’s integration with Salesforce has enabled our sales reps to prospect more efficiently and more confidently,” stated Davis. “Our sales reps are more confident than ever because they know the information they’re getting from ZoomInfo is going to help them connect with decision makers, faster.”

The Results

Most importantly, with ZoomInfo SambaSafety’s sales team has obtained repeated success in their overall workflow. “ZoomInfo is our primary source for contact and account data. It’s the only data provider that has proven to deliver complete and reliable contact information for the titles and accounts we care about most,” explained Davis.



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LINDSAY DAVIS
Sales Enablement Specialist at
SambaSafety

The Customer

SambaSafety provides cloud-based risk management software solutions for organizations with commercial and non-commercial drivers.

Industry: Risk Management
Software