

“ Because data drives any and all business decisions, ZoomInfo has successfully touched all parts of our organization. And with ZoomInfo’s current, complete and clean data powering our tech stack, we’ve been able to make even more effective decisions as an organization. ”

**5%**

Increase in connect rates.

**THE CUSTOMER:** Sigstr

*Sigstr’s email signature marketing platform allows customers to standardize brand consistency and drive marketing ROI with every employee email sent.*

**INDUSTRY:** Marketing & Advertising



**THE CHALLENGE**

**Sigstr was in need of a data provider that would help with eliminating prospecting inefficiencies and increasing connect rates.**

Before partnering with ZoomInfo, Sigstr struggled with data accuracy and prospecting inefficiencies. “Our connect rates were far less than the industry average, and the majority of our sales reps were wasting time searching for contact information, rather than connecting with prospects and developing relationships,” said Michelle Baqués, Director of Sales at Sigstr. “We needed to make a change and we knew that change had to start with the data we were working with.”

**THE SOLUTION**

**Sigstr found the quality, coverage and accuracy of ZoomInfo’s database far outpaced the competition.**

Sigstr evaluated a number of leading data providers in the marketplace, but in the end, found ZoomInfo to have the most accurate and complete set of account and contact data for their total addressable market.

Notably, in the evaluation process, Sigstr paid close attention to the way vendors collected their data. “ZoomInfo stood apart from competitors who used manual processes to collect their data. We know that an employee’s most accurate data is going to live in their email signature, so right away, we knew that ZoomInfo’s data was different, and was primed to be the most accurate on the market,” commented Baqués.

Once up and running, ZoomInfo’s accurate contact information and robust integrations have enabled Sigstr’s sales team to increase productivity at scale. “ZoomInfo’s integration with Salesforce has been incredibly valuable to our BDRs, who rely heavily on a well-defined, day-to-day workflow. ZoomInfo works where they work, which saves time and streamlines processes,” said Baqués.

“Prior to ZoomInfo, we would spend a significant amount of time training our sales reps on how to find the right data and the right people, but with ZoomInfo, we’re able to spend more time training our reps on what happens once that connection is made.”

**MICHELLE BAQUÉS**

Director of Sales, Sigstr

## THE RESULTS

**Sigstr’s sales team has been able to spend more time creating meaningful conversations and less time searching for contact information.**

With ZoomInfo, Sigstr has seen a 5% increase in their connect rates. “Prior to ZoomInfo, we would spend a significant amount of time training our sales reps on how to find the right data and the right people, but with ZoomInfo, we’re able to spend more time training our reps on what happens once that connection is made,” noted Baqués.

Sigstr soon realized how valuable the data would be to their entire sales organization, beyond just BDRs. “Our Account Executives were running to our BDRs to get direct dial information for contacts within their existing accounts. It became such a common request that upon renewal we expanded our contract to cover our Account Management team, so they could be more efficient when prospecting their opportunities,” said Baqués.

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