

# Growth Story



## The Challenge

Spiro's marketing team needed a solution to identify and engage buyer personas with their marketing campaigns.

Spiro's team primarily used LinkedIn and web searches to find email addresses for leads they thought would be a good fit for their product.

As if prospecting wasn't time-consuming enough, the team was also trying to guess email addresses based on patterns and conventional address formatting. None of these inefficient practices could continue with the rate Spiro hoped to grow, which prompted Adam Honig, CEO at Spiro, to take action.

"We needed a way to quickly find new, targeted contacts and reach them through our email campaigns," explained Honig. "Efficiency is key in any growing organization, and our marketing team was simply wasting too much time searching for information, which was not always accurate."

## The Solution

**ZoomInfo empowered Spiro's marketing team to scale its marketing campaigns with new, targeted prospects.**

Before partnering with ZoomInfo, Spiro had worked with a number of other companies in the industry with limited success. Per best practices, ZoomInfo provided Spiro with sample sets of its data to test. With access to new,

## THE RESULTS

# 10x

Reached 10x more  
contacts per week

# 42%

Achieved open rates  
as high as 42% in email  
marketing campaigns

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## The Customer

Spiro is an intelligent sales platform that interprets data from a salesperson's email and calendar to organize their work life and ensure they don't miss key opportunities to follow up with prospects.

**Industry:** Software

targeted contacts, the marketing team set up a multi-step cold email cadence to reach out to prospects using a more personalized approach.

“Using ZoomInfo, we’re able to research new, targeted contacts to fuel our pipeline,” stated Honig. “This has helped us scale faster and find more targeted contacts for our campaigns. We’ve also been able to improve segmentation and reach more of the right contacts within our target market.”

## The Results

**To date, Spiro has increased its marketing database by more than 1,000%.**

While volume of contacts is important to scale, relevant volume is what helps scale campaign results. With ZoomInfo’s advanced search, Spiro is now able to identify accounts and contacts based on firmographic and demographic benchmarks that match the company’s ideal customers. Without the burden of manual prospecting and guesswork, the marketing team achieved email open rates as high as 42% and has more time to maximize campaign ROI.

“Prior to partnering with ZoomInfo, we were emailing a relatively small number of contacts on a weekly basis. We’ve now increased that number to about by a 1000% per week, which has had a huge impact on our ability to scale growth,” said Honig. “ZoomInfo has allowed us to get in touch with more of the contacts we want to reach for much less effort.”



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**ADAM HONIG**  
CEO, Spiro