

# Growth Story



## The Challenge

TimeTrade's sales and marketing leadership knew they needed a new, intuitive platform to scale their database initiatives. The two teams collaborated in the search for a data provider with an easy-to-use interface designed to pull and target audience segments and demographic thresholds. More than this, TimeTrade hoped to find a platform that enabled sales and marketing users to retrieve granular data sets from their search queries quickly.

## The Solution

ZoomInfo's database of over 13 million company profiles, 46 million direct dials, and 91 million business emails significantly enhanced TimeTrade's existing database, instituting a robust and comprehensive data platform for the use of both sales and marketing.

Using ZoomInfo's data-driven approach to customer outreach, TimeTrade was better able to serve and reach desired audiences as well as seamlessly sync their data to append Smart Lists in Marketo - boosting marketing automation efforts. From a deliverability standpoint, ZoomInfo's ability to select from a range of data criteria scaled TimeTrade's initiatives without affecting bounce rates.



We've been able to extend our reach without reducing deliverability; this was imperative for us, and ZoomInfo delivered

**TIMOTHY FITZGERALD**  
Director of Demand Generation,  
TimeTrade

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## The Customer

TimeTrade is the leader in Intelligent Appointment Scheduling. The company equips brands and growing businesses to provide personalized service to every customer, every time, creating a service guarantee that improves customer satisfaction, loyalty and retention, and increases sales growth.

**Industry:** Software Development and Design

“ZoomInfo is an intuitive platform that allows sales and marketers to enrich company data and get the most impact out of their programs.” – Timothy Fitzgerald, Director of Demand Generation at TimeTrade

## The Results

ZoomInfo’s large volume of accurate data helped TimeTrade achieve two significant goals: perfect deliverability and increase reach.

On top of embedding ZoomInfo into TimeTrade’s marketing toolkit, the sales team now sees ZoomInfo as a trusted source that actively brings more leads into their database. Sales management and reps use the tool to verify data such as a contact’s location using specific inputs to help reference and validate data on the web.

“Being able to reach the right people is critical to the success of my team and the data Zoominfo provides makes this significantly easier; particularly the high percentage of correct direct dial numbers. No other data provider I have worked with has been more accurate.” – Frank Yacano, Director of Business Development at TimeTrade



ZoomInfo’s platform has grown to become pivotal from a joint marketing and sales perspective, enabling more account-based work.

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Director of Demand Generation,  
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