

# Growth Story



*AVI-SPL enables an Account-Based Marketing strategy and drives collaboration forward with ZoomInfo.*

## The Challenge

Collaboration is driving the world forward, and AVI-SPL makes those connections possible. Wanting to meet the workplace transformation needs of current and prospective global enterprise customers, AVI-SPL found it essential to strengthen its market intelligence data to enable the company's sales team to grow prospect lists, segment territories, and deepen portfolios.

Looking to enhance the organization's ability to enact an effective account-based marketing (ABM) strategy, AVI-SPL needed to implement more reliable organizational charts and boost contact information accuracy, including automation of updating job titles. Without bolstering this key data, the company risked leaving thousands of leads from being discovered, and potentially millions of dollars of cross-selling opportunities, on the table.

## THE RESULTS

**\$12.9 M**

Value generated in  
projected pipeline

**5%**

Increase in Revenue

**12K**

Increase in leads generated

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## The Customer

AVI-SPL is the global leader in enterprise grade audio visual systems integration and collaboration solutions for the transforming workplace and workforce.

**Industry:** A.V. & Video

Collaboration Quantification

## The Solution

With ZoomInfo, instantly received access to the most complete, accurate, and in-depth market intelligence data in existence. Now, AVI-SPL can segment territories by nearly any criteria it chooses, including those most important to it, like IT expenditure by region. Additionally, it has full control of a successful ABM strategy, and is able to see exactly which stakeholders and decision makers influence deals within accounts, as well as how to connect directly with each prospective client to offer the best solutions to fit their needs.

Sales and Marketing Operations Manager at AVI-SPL Branden Welch is astounded by the difference ZoomInfo has made for his team. “We simply trust the data,” Welch says. “The sales development team feel like superheroes to the outside sales team.”

## The Results

It's hard not to with superhuman results like these: AVI-SPL has closed \$2.7 million in revenue in less than 2 years directly thanks to ZoomInfo data, and counts an additional 12,000 ZoomInfo-generated leads in its pipeline, worth over \$2.9 million. “That's a 5% bump in revenue,” raves Welch.



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**BRANDEN WELCH**  
Sales and Marketing Operations  
Manager at AVI-SPL