

Growth Story

CallRail

Redefined Targeting Requires Actionable Data

CallRail faced a common problem: Did the company know its audience well enough to craft a relevant message?

For CallRail's marketing team, that challenge meant finding a better way to target buyers at advertising agencies who could most benefit from the company's call-tracking software. Any company that wants to aggressively redefine a go-to-market strategy needs quality data as a foundation, so CallRail called in ZoomInfo to help identify a targeted customer base. "ZoomInfo promised good data, and they absolutely delivered from the beginning," recalls David Schroeder, Conversion Optimization Manager at CallRail.

Identifying the Total Addressable Market

As a first step, CallRail enlisted ZoomInfo's B2B data to fully scope out the total addressable market (TAM) - in other words, the total potential demand for CallRail's services.

With ZoomInfo's breadth of contact and company data, CallRail gained insight into the size of its current opportunities and, additionally, uncovered new opportunities. Such details resulted in an expanded TAM.

"After we understood our total addressable market, we were able to build on customer acquisitions and our business case as a whole," said Schroeder.



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DAVID SCHROEDER

Conversion Optimization Manager at
CallRail

The Customer

More than 100,000 companies use CallRail's marketing attribution and conversation intelligence software to optimize lead generation and improve sales. CallRail integrates with existing software stacks to capture more leads and better optimize marketing through deeper insights, including its open API.

Industry: Computer Software



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What's more, the marketing team is now able to craft improved messages for its campaigns. Using its newly-segmented TAM, CallRail's marketers have added confidence that email nurtures and paid campaigns are hitting the right audience -- which is a critical factor in improving overall campaign engagement.

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For CallRail, reliable data quality was an important missing piece to its targeting strategy. By partnering with ZoomInfo, CallRail developed a new, advanced go-to-market strategy that has led to substantial growth and provided a stronger selling message to its audience.

Superior Contact Data Fuels Campaign Messages

By incorporating ZoomInfo's B2B data into its tech stack, CallRail's marketing team was able to gather key contacts for targeted accounts. Marketers can then hone in on the distinctions of their targeted buyer personas using firmographics, revenue, and employee count to develop additional search criteria for creating deeply targeted campaigns.

"Now, we can see the results within our targeted market with the highest relevancy possible," Schroeder said.