

Growth Story



Folloze leverages ZoomInfo to better align their Sales and Marketing teams on an Account-Based Everything strategy.

The Challenge

Folloze gives sales and marketing departments a powerful way to create varieties of engaging content that resonate with their ideal prospects. But when it came to targeting and engaging its own accounts, Folloze needed an assist. Unreliable market intelligence data made its outbound prospecting efforts inefficient and time-consuming. Folloze knew it needed more reliable organizational data for better organization and prioritizing of accounts.

Folloze – a brilliant account-based marketing solution without enough accounts – turned to ZoomInfo.

The Solution

With ZoomInfo, Folloze receives instant access to the most complete, accurate, and in-depth market intelligence data in existence.

“ZoomInfo’s data lets us see our accounts from an organizational hierarchy level,” explains Mike Read, Manager of Account Development at Folloze. “Who are

THE RESULTS

38%

Increase in
daily productivity



The ability to accurately map large enterprise accounts is critical. ZoomInfo gives us that.

MIKE READ

Manager of Account Development
at Folloze

The Customer

Folloze enables companies of all sizes to close more deals by creating highly personalized content at scale, automatically formatted for distribution across all channels, regardless of the size of their marketing departments.

Industry: Sales & Marketing
Engagement

the key decision makers we need to talk to, and where do they sit in the organization? Now, we can map our outreach.”

The Results

The result is more productive time each day. In fact, Folloze’s ADRs now each save 3 hours per day of manual, tedious research, boosting daily productivity by a massive 38%. “We used to spend too much time on busy tasks. Now our ADRs have more bandwidth to go after each and every stakeholder within an account,” says Read. The result is more buy-in from prospects at each level.

Folloze also takes advantage of ZoomInfo’s integration with Salesforce, which brings the power and insight of ZoomInfo data directly into Salesforce. “Whenever we go into an account, we love that ZoomInfo is already popped up right in Salesforce,” Read says. “Our team prepares for calls by having all that information open in front of them.” And since ZoomInfo’s data lives right in their normal workflows, adoption by the Sales team is at nearly 100%.

Today, Folloze executes effective ABM plays, while its sales teams are laser-focused on only ideal target accounts. “Our customer experience with ZoomInfo has been amazing,” Read says.

That’s a smarter engagement strategy, made possible by ZoomInfo.



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MIKE READ

Manager of Account Development
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