

Growth Story



The Challenge

The sales team was spending hours searching for companies and contacts within their target market to source slowing down the pace of opportunity creation

The sales team at IBISWorld was spending hours searching for companies to target and identifying contacts within those companies to prospect. They used another data provider prior to partnering with ZoomInfo, which had a lot of inaccurate and out-of-date contact information and slowed the process down even more. Once they realized their current process was costing them time and money, Isaac Satten, Client Services Manager at IBISWorld, decided to test ZoomInfo and never looked back.

“Prior to ZoomInfo, we were not only spending a lot of time searching for companies and contacts to target, we were dealing with inaccurate direct dial phone numbers and email addresses. Since partnering with ZoomInfo, we’ve been able to increase the efficiency and effectiveness of our prospecting by drilling down our searches by geographic location, company size, management level, and more. ZoomInfo also provides us with the accurate contact information needed directly within the platform.”
– Isaac Satten, Client Services Manager, IBISWorld

THE RESULTS



Increased prospecting efficiency by pinpointing accurate contacts to call



Found, on average, three additional people per account using ZoomInfo



Saved 276,000 minutes per year prospecting, as a company

The Customer

IBISWorld is one of the world’s leading publishers of business intelligence, specializing in industry research and Procurement research. Since 1971, IBISWorld has provided thoroughly researched, accurate and current business information.

Industry: Information Collection & Delivery

The Solution

IBISWorld was able to quickly identify new, targeted prospects within their target market using ZoomInfo.

Since partnering with ZoomInfo, the sales team at IBISWorld was able to spend more time selling and less time researching. Using ZoomInfo, the sales reps quickly identified new, targeted prospects to go after based on unique search criteria to their industry. They were also able to find their own accounts to source and own them from start to finish.

“Our biggest challenge before using ZoomInfo was spending time identifying the people who could be using our product, but not knowing exactly who these people were,” Satten explained. “ZoomInfo has been a critical part in identifying new, targeted prospects in a fast manner, which has saved us valuable time and allowed us to focus our efforts on selling and driving more revenue.”

THE RESULTS

IBISWorld save 276,000 minutes per year prospecting thanks to ZoomInfo.

With access to ZoomInfo, the sales team at IBISWorld was able to double productivity and increase the efficiency and effectiveness of their prospecting efforts. They were also able to find, on average, three additional people per account and save 276,000 minutes per year prospecting, as a company.



ZoomInfo has helped the sales team at IBISWorld become more efficient and effective in their prospecting efforts, which has had a positive impact on the bottom line.

ISAAC SATTEN

Client Services Manager, IBISWorld

“ZoomInfo has helped the sales team at IBISWorld become more efficient and effective in their prospecting efforts, which has had a positive impact on the bottom line,” stated Satten. “Our sales reps are now able to spend more time closing business instead of researching. Thanks to ZoomInfo we’ve been able to discover and grow new business opportunities.”