

Growth Story



The Challenge

Prior to ZoomInfo, Intralinks was working with a data provider who was unable to provide up-to-date contacts for key accounts within their targeted industries. As a result, Intralinks began their search for a comprehensive business database that could provide their sales reps with the information they needed to optimize prospecting efforts and streamline their workflows.

“The problem we were running into involved contact and prospect coverage—we needed to get to the next level of details (specific roles) within our industry,” stated Ryan Whitehouse, Sales Ops and Enablement Leader at Intralinks.



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RYAN WHITEHOUSE

Sales Ops and Enablement Leader, Intralinks



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Sales Ops and Enablement
Leader, Intralinks

The Customer

Intralinks is a leading financial technology provider for the global banking, deal making and capital markets communities.

Industry: Finance/Technology

The Solution

After researching and evaluating different vendors, Intralinks found ZoomInfo to be the best overall fit for their sales needs. “We found ZoomInfo’s contact and account coverage to be more robust than the competition. Additionally, we knew that their integrations with the other technologies in our tech stack would allow our sales team to streamline their processes and increase productivity,” explained Whitehouse.

Almost immediately, Intralinks’ sales team observed an apparent shift. ZoomInfo started providing them with the additional information needed for prospecting success. “With ZoomInfo fueling our tech stack, we’ve been able to maximize productivity, stay ahead of the competition and drive ROI.”

The Results

For Intralinks, ZoomInfo has been a great tool towards enhancing their time to connect. The sales reps are using ZoomInfo’s data to reach out at the perfect opportune moment. “For us, ZoomInfo has been a key tool in filling in our gaps of missing information, which has been extremely helpful for our reps,” explained Whitehouse.

Based on their success thus far, Intralinks is confident in ZoomInfo’s ability to support their sales reps with up-to-date contact and account information for the accounts they care about most. “Our experience with ZoomInfo has been nothing but positive.”



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