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GO-TO-MARKET INTELLIGENCE CASE STUDIES

Expanding Markets, Growing Pipelines: Sales Success Stories

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More Than Data: GTM Intelligence.

Winning in today's markets takes more than just raw effort. Sales leaders need to make sure that every interaction counts — and that means understanding which accounts are the best fit, when to reach out, and how to solve your ideal customers' challenges.

That's where Go-to-Market Intelligence enters the picture.

Beyond providing basic company and contact information, GTM Intelligence combines the world's deepest, most accurate B2B datasets with real-time buying signals and AI-fueled insights to provide a 360-degree view of your customers and markets, no matter how quickly they evolve and change.

The following stories from real GTM professionals show how revenue leaders at companies of all sizes are leveraging GTM Intelligence to expand their reach, grow their pipelines, and close more deals.

And with ZoomInfo's Data-as-a-Service capabilities, the same intelligence that fuels these success stories is available to help your team reach its goals, however and wherever you need it delivered:

- Direct integration into major cloud platforms (Snowflake, Google Cloud, Databricks, AWS).
- RESTful APIs for flexible and scalable data usage.
- Company, contact and intent Data Cubes
- Custom datasets to meet your unique requirements and fill specific gaps

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Thermo Fisher SCIENTIFIC

$20B in New TAM & AI-Driven Sales Prioritization

Challenge

Thermo Fisher Scientific, a global biotechnology firm, suspected its SMB market was larger than initially estimated. Sales leaders needed a clearer understanding of their total addressable market (TAM) and a more precise method for identifying and prioritizing high-value accounts.

Solution

Thermo Fisher partnered with ZoomInfo to quantify its true TAM and refine its ideal customer profile (ICP). By analyzing over 32 million job postings, ZoomInfo identified untapped sub-industries and geographies, expanding Thermo Fisher's SMB TAM by more than $20 billion. Additionally, ZoomInfo provided:

- Intent, news, and technographic data to enhance prospecting strategies.
- ICP analysis based on historical data about closed-won new business.
- Fuel for a data-driven framework to optimize sales and marketing spend.

Results

With these insights, Thermo Fisher built AI-powered propensity models to score accounts and restructured its sales approach, focusing on accounts that were:

- **80%** more likely to convert.
- **3x** more likely to close.

Results with ZoomInfo:

80%

more likely to convert with new propensity model

3x

more likely to close once sales team engaged

$20B

in expanded TAM with a key segment

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Sendoso

$4.9M in Pipeline & 1,100+ Hours Saved

Challenge

Sendoso, a leading direct-mail automation platform, faced challenges managing a vast TAM and ensuring accurate CRM data. With countless opportunities available, the need for high-quality data became clearer, as sales reps were spending too much time manually enriching records instead of selling.

With global expansion identified as a top priority, Sendoso needed a source of truth to help navigate incoming records across new potential territories that would be clean, complete, and routed to the right reps.

Solution

ZoomInfo was the clear choice. Sendoso turned to ZoomInfo as a single source of truth for:

- **TAM analysis** to prioritize the most valuable expansion opportunities, particularly in the UK.
- **Comprehensive, high-quality data** to set sellers up for success.
- **Fully enriched account and contact information**, done in real time to maximize rep efficiency.

Results

Partnering with ZoomInfo brought immediate results for Sendoso, including:

- **$4.9M in new pipeline** generated within two quarters.
- **10% increase in ICP access**, unlocking new revenue opportunities.
- **70% reduction in data inaccuracy**, saving time and effort for reps
- **1,100+ hours saved** from manual data enrichment, allowing sales reps to focus on closing deals.

> **ZoomInfo has become a key component of our corporate strategy. ZoomInfo isn't just a data source – it's provided tremendous value to our organization, and we look forward to more."**



Kris Rudeegraap
CEO and Co-Founder, Sendoso

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HOUSTON ROCKETS

15,000 New Contacts & 100+ Warm Leads with Targeted Prospecting

Challenge

The Houston Rockets needed a way to quickly identify and engage new potential ticket buyers beyond their existing audience. The sales team required a scalable data solution to efficiently reach corporate groups and event attendees.

Solution

Thanks to the seamless integration between ZoomInfo and Salesforce, the Rockets' sales team is saving time on segmenting net new accounts. The team leveraged:

- **Comprehensive company and contact data** to discover and segment new B2B prospects.
- **Data enrichment** to validate industry and revenue insights for prioritization.
- **Event-driven targeting** to engage visiting corporate groups in Houston.

Results

With a strong data foundation, the Rockets are on track to hit their target revenue goals. They're using ZoomInfo to achieve two main objectives: deploy successful marketing campaigns with cleaner data and connect faster with key decision-makers.

Their results include:

- **15,000 new contacts** uncovered.
- More than **100 new opportunities and warm leads** identified.
- **Accelerated sales cycles** with targeted, intelligent outreach.
- **Increased revenue** from previously untapped buyer segments.

> **"We were confident ZoomInfo would help us hit our revenue targets by expanding our reach to a new pool of potential buyers. The ROI is there, there's no doubt about it. We are very happy."**

Robert Rodriguez
CRM Administrator,
Houston Rockets

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radware

Achieving 50% Pipeline Growth with Intent-Driven Sales Strategies

Challenge

Radware, a leader in cybersecurity and application delivery, needed a data-driven approach to boost the productivity of its digital sales team — without increasing headcount. The company sought a solution to refine prospecting strategies, improve engagement, and increase revenue impact.

Knowing that improving productivity and executing on an ambitious prospecting strategy was a top priority, the company leveraged ZoomInfo's powerful GTM Intelligence data.

Solution

Radware's sales team gained access to decision-makers and real-time buying signals to uncover and prioritize sales-ready prospects. The team leveraged:

- **Intent Data** to target prospects that are actively interested in their solutions
- **News and Survey Data** from ZoomInfo's proprietary "Scoops" feed to respond to the newest information about company plans
- **Website Visitor Data** to capitalize on site traffic from top prospects and build hyper-targeted campaigns.

Results

In just one year, Radware's investment resulted in:

- **50% growth** in pipeline generation.
- **23% increase** in meetings and opportunities.

> **"It's created significant value for the team, accelerated the performance of individual contributors, and solidified the role our team plays in supporting the continued growth of our organization."**



Lovely Martinez
Division Head of Digital Sales, Radware

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AK operations

4x More Meetings & 7x More Opportunities

Challenge

As a fractional sales and marketing firm, AK Operations (AK Ops) is responsible for driving pipeline growth and improving conversion rates for its clients. The firm prioritizes an inbound-led outbound strategy, ensuring that sales reps focus their efforts on high-intent prospects rather than cold outreach.

However, AK Ops found that many of its clients initially overlooked the importance of high-quality data. Without a robust and reliable database, sales teams were left working inefficiently, leading to missed revenue opportunities.

Solution

AK Ops turned to ZoomInfo to provide:

- **High-quality contact and firmographic data** to ensure reps engaged the right prospects.
- **Side-by-side CRM** comparison testing to demonstrate how fresh data outperforms outdated databases.
- **Website visitor signal data** to tailor outreach based on high-value site traffic.

Results

With a clear TAM, a strong go-to-market strategy, and accurate data with a global reach, AK Ops is able to drive significantly improved engagement for their clients.

- **4x increase in booked meetings** for clients.
- **7x increase in qualified opportunities** from targeted outreach.
- **$3M+ in closed revenue** within the first year for just one key client.
- **Improved sales rep retention** for clients, as teams worked with higher-quality data, reducing frustration and inefficiency.

> **With ZoomInfo, we can deliver a controlled strategy, so our clients have confidence they're fishing from a stocked pond of right-fit contacts and will hit or exceed their revenue targets."**



Amy Kohl
CEO & Founder,
AK Operations

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workfront

90% YoY Pipeline Growth with High-Quality Contact Data

Challenge

Workfront's digital sales team struggled with stale and inaccurate CRM data, leading to inefficiencies in prospecting and outreach. While Workfront's sales leadership was able to maintain a steady flow of contacts, their database was growing outdated and stagnant due to an increase in erroneous data.

Faced with a decline in productivity and revenue, sales leadership needed to revamp their data strategy and invest in a more intelligent platform.

Solution

Following an extensive analysis with other vendors, Workfront quickly realized the power of ZoomInfo's GTM Intelligence and its unparalleled, foundational data universe.

Results

The sales team's productivity and growth reached new heights, with reps actively saving time and growing their pipelines.

Thanks to ZoomInfo, the Workfront team achieved:

- **90% YoY pipeline growth**.
- **Increased connect rates**, thanks to a 2x increase in direct dial phone numbers per account.
- Reps **more than doubled their prospecting activity**, leading to higher conversion rates.

> **ZoomInfo performed four times better than the others. The improvement was radical."**



Justin Hiatt
Vice President of Digital Sales, Workfront

Unlocking Revenue Growth with ZoomInfo

Data can make all the difference in sales. But relying on basic, unintelligent company and contact data is a recipe for sales rep frustration and revenue stagnation.

With GTM Intelligence from ZoomInfo, sales teams and revenue leaders can expand their addressable markets, fill their pipelines with purchase-ready prospects, and reach the right people faster — better results with less time-wasting administrative overhead and fruitless searching.

Whether you're expanding into new markets, refining your prospecting strategy, or simply trying to make your team more productive, ZoomInfo's GTM Intelligence gives you the tools to reach your goals.

Ready to see what ZoomInfo can do for you? Connect with our data specialists today to learn how GTM Intelligence, delivered how and where you need it, can set your sales team apart from the competition.

Visit ZoomInfo to Learn More