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GO-TO-MARKET INTELLIGENCE CASE STUDIES

Engaging Customers, Expanding Revenue: Marketing Success Stories

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Data-Driven Strategies That Get Results

Marketing leaders are constantly challenged to drive growth, personalize engagement, and uncover new revenue opportunities. But without the right Go-to-Market Intelligence foundation, marketing efforts can become fragmented — leading to wasted budget, missed opportunities, and ROI that's nearly impossible to prove.

ZoomInfo equips marketing teams with data-backed insights that make it easier to refine messaging, target the right buyers, and scale impact through AI-driven automation. With access to advanced B2B data and real-time buying signals, marketers can build highly personalized campaigns, reach decision-makers at the perfect moment, and maximize customer lifetime value.

These stories of real companies that have used ZoomInfo to grow, retain, and expand their customer base show how an intelligent approach can drive measurable success: higher conversions, stronger sales alignment, and more predictable growth. If you're looking to sharpen your strategy and drive better outcomes, consider this your blueprint for success — and the inspiration to make it happen.



Source: 2025 ZoomInfo Customer Impact Report

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snowflake

2x Higher Conversion Rates with AI-Driven Cross-Sell & Upsell Strategies

Challenge

As a leader in cloud data solutions, Snowflake needed a scalable, data-driven approach to better identify and engage existing customers with cross-sell and upsell opportunities. The company sought to refine account scoring, improve sales efficiency, and maximize customer lifetime value through AI-powered personalization.

Solution

Snowflake partnered with ZoomInfo to enhance its customer expansion efforts by leveraging:

- **Account Propensity Scoring (APS):** A predictive model powered by ZoomInfo's firmographic and technographic data to rank accounts by cross-sell and upsell potential.
- **Real-Time Buying Signals:** ZoomInfo's Scoops API provided immediate insights into customer activity, enabling sales teams to act on expansion opportunities at the right moment.
- **AI-Powered Sales Prioritization:** Data-driven insights informed Snowflake's territory planning, helping sales leaders allocate accounts more efficiently.

Results

By integrating ZoomInfo's data solutions, Snowflake dramatically improved its ability to engage existing customers with relevant offers, leading to:

- **25% increase** in customer engagement rates.
- **2x higher new** customer conversion rates.
- **90% higher** opportunity open rates for top-tier APS accounts.
- **More efficient** sales resource allocation, ensuring reps focused on high-propensity accounts.

> **"I give props to the data services team at ZoomInfo. They've done really a great job working with us to get us what we need."**



David Gojo
Sales Data Science Manager
Snowflake

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smartsheet

Using Data, Insights, & Alignment to Maximize Win Rates

Challenge

Smartsheet, a modern project and portfolio management solution, achieved impressive growth through both strategic acquisitions and product-led strategies. For its next act, the company set its sights on becoming the recognized leader in the field.

To put these plans into action, Smartsheet needed a way to better segment its audience and target high-intent prospects while ensuring marketing and sales alignment.

Solution

Smartsheet partnered with ZoomInfo to fuel its ambitious growth plans, leveraging:

- **High-quality B2B data** to refine audience segmentation and personalization.
- **Intent data** to prioritize high-value accounts and improve lead scoring.
- **Automatic enrichment** of data from high-intent prospects.

Results

By leveraging ZoomInfo's data solutions, Smartsheet maintained a sharp focus, kept its efforts tightly aligned to customer needs, and achieved:

- **40%+ increase** in form fills for multi-field forms.
- **84% increase** in marketing-qualified leads (MQLs).
- **59% increase** in win rates.
- **3x improvement** in audience match rate for advertising campaigns.

> **Without ZoomInfo, it would be extremely difficult — if not impossible — to achieve our business objectives. Without it, we wouldn't be able to understand the market, have the right contact data, and make meaningful connections."**



Thor Sanderson
Senior Manager of Sales Technology Enablement at Smartsheet

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IMPARTNER

Driving 12% Pipeline Growth with Account-Based Marketing

Challenge

Impartner, which specializes in Partner Relationship Management (PRM) and Partner Marketing Automation solutions, wanted to revamp its account-based marketing (ABM) strategy and improve sales-marketing alignment.

With a pile of fragmented data and a lack of cohesive marketing insights, Impartner needed a clear way to capitalize on untapped market potential to create more opportunities and optimize its resources effectively.

Solution

To make their efforts more focused, Impartner worked with Zoominfo for:

- **Top-quality B2B data** to define its ICP and identify key accounts
- **High-velocity buying signals** such as important hires and company announcements
- **Intent data,** including account research on third-party platforms

Results

After implementing ZoomInfo for its ABM programs, Impartner saw an immediate shift in results, including

- **45% increase** in website engagement.
- **12% quarter-over-quarter** pipeline growth.
- **15 hours saved** by leveraging automation and scaling their first campaign.
- **Increased alignment** between marketing and sales, leading to greater confidence for reps

> **ZoomInfo has literally changed the way we go to market. It's a game-changer that has made our job so much easier and more efficient."**



Jeremy Melius
Senior Director of Marketing Operations at Impartner

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Xactly®

Improving Account Scores & Increasing Opportunities

Challenge

Xactly, a pioneer in intelligent revenue software, faced a conundrum: too many leads were from accounts outside the company's ideal customer profile (ICP), causing a drain on the sales team's valuable time.

The answer was an improved account scoring method that would ensure sellers were pursuing the right leads. But the company ran into roadblocks during its search for a data provider that could fuel the project.

Solution

Xactly turned to ZoomInfo for a hands-on partner, leveraging:

- **Firmographic, technographic, and advanced intelligence data** to generate unique scores, with data points not available from other providers.
- **Advanced data sets** combined with internal customer and prospect data to identify key traits of top customers, leading to the development of a sophisticated scoring algorithm to prioritize high-value accounts.

Results

Partnering with ZoomInfo drove dramatically better results in account scoring and overall efficiency for Xactly. In the first quarter alone:

- **77% of MQLs** now came from top-scoring accounts.
- **78% of opportunities** and **86% of wins** came from high-priority accounts identified by the new model.
- There was **minimal need for fine-tuning**, proving the effectiveness of the new scoring algorithm.

> **ZoomInfo not only provided us with invaluable data, but also worked closely with us to solve our challenges. This partnership has been crucial in driving our success."**



Jennifer McAdams
Chief Marketing Officer
Xactly

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Alchemy

Enhancing Campaign Efficiency & Reducing Cost per Click

Challenge

As a SaaS platform serving multiple specialized industries – each with its own sets of needs and specific problems – Alchemy Cloud needed a way to tailor marketing efforts to speak to each segment differently. With a rapidly growing go-to-market org, Alchemy placed a high priority on defining and sizing its Total Addressable Market (TAM) to better align the marketing and sales teams' efforts.

Solution

ZoomInfo checked all the boxes:

- **The largest database of B2B data** built into the platform to conceptualize and strategize their TAM.
- **Buying signals** including intent data to prioritize accounts, align messaging, and execute on value-driven marketing campaigns.
- **A single source of truth** for both the sales and marketing teams and direction for the sales team's outbound prospecting efforts.
- **ZoomInfo's Enrich** feature to maintain accurate customer records across their entire database

Results

Since implementing ZoomInfo, Alchemy Cloud's active campaigns have continued to perform extremely well, especially against industry standards:

- Clickthrough rates **increased 4x** across all segments.
- Cost per click **decreased by 24%.**
- Generated **3x the number of sales-qualified leads** compared to the previous year.

> **"It would not have been possible for us to achieve the progress that we've had this year without the ZoomInfo ecosystem underpinning our efforts on both the marketing and sales sides. Plus, the easier it becomes for those systems to interface, the larger that benefit becomes."**

Holden Lewis
Head of Demand Generation
Alchemy Cloud

Unlock Scalable Marketing Growth with Data

When companies tap into rich B2B data, real-time signals, and automation, they can create highly personalized campaigns, use resources more effectively, and easily uncover new opportunities. And with Data as a Service, GTM teams everywhere can build the world's best B2B data and signals foundation into their own systems, quickly, reliably, and wherever they need it.

Marketing has always been about more than just generating leads. It's about reaching the right buyers at the right time, delivering the right message, and maintaining meaningful engagement throughout the customer lifecycle. ZoomInfo's GTM Intelligence delivers the insights you need to make smarter decisions, shorten sales cycles, and maximize return on investment.

If you're ready to elevate your marketing with more data-driven strategies, now is the time to take action. Talk to a data specialist today to learn more.