

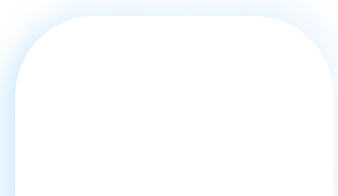


REVOPS AND GO-TO-MARKET INTELLIGENCE:

Smarter Territories, Efficient Automations, Greater Productivity

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Introduction

Revenue operations leaders are confronting complex challenges on two fronts: designing smarter territories for expansion, and maximizing productivity for frontline go-to-market (GTM) teams.

But many RevOps teams still struggle with inefficient segmentation, suboptimal territory design, and a lack of actionable insights. The result? Blind spots in your addressable market and missed opportunities from good-fit prospects.

RevOps teams can break this strategic logjam by leveraging [Go-to-Market Intelligence](#) — the fusion of high-quality B2B data, high-velocity buying signals, and AI-fueled insights.

Teams in any industry can rely on flexible, fast delivery of this sophisticated data universe — whenever and wherever they need it — unlocking the ability to:

- Automate segmentation and territory alignment, ensuring sales teams focus on the highest-value accounts
- Improve data hygiene and enrich records, enhancing lead prioritization
- Reduce inefficiencies by eliminating manual processes, allowing sales reps to focus on closing deals

Here are real stories of how today's most innovative companies are leveling up their RevOps function with GTM Intelligence.



Enhanced Sales Efficiency with Centralized Data and Automation

Challenge

Capital One's Commercial Banking division was struggling with fragmented prospecting processes. Relationship managers (RMs) spent too much time manually sourcing contact information and firmographic data, especially for privately held businesses — a key market segment. These inefficiencies delayed outreach and reduced time spent on high-value activities.

Solution

By integrating ZoomInfo directly into Salesforce, Capital One eliminated manual data entry and empowered RMs with instant access to over 150 firmographic attributes. Tailored support from ZoomInfo's Data Services team filled gaps in financial data, especially for small businesses, while custom dashboards aggregated more than a million data points into actionable insights. This allowed RMs to identify and prioritize high-fit accounts quickly, all from within their existing workflows.

Results

- **30–40% reduction** in non-deal-focused time, freeing up RMs for strategic selling
- **Streamlined Salesforce workflows** and reduced administrative overhead
- **Improved lead generation and data accuracy**, boosting prospecting outcomes

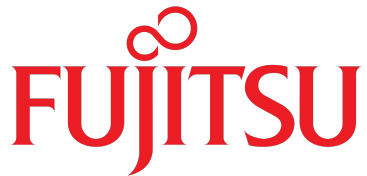
“

ZoomInfo has become an integral part of our business. Without it, we would have a huge gap in our sales enablement strategy that we would be scrambling to fill.”



Andy Ruffles

Sales Operations &
Strategy Director,
Capital One



Maximizing Productivity and Sales Efficiency

Challenge

Fujitsu Americas, a global technology leader, needed a comprehensive data solution to streamline prospecting and account planning across field sales, demand marketing, and ABM. Teams were spending excessive time researching org charts, tech stacks, and decision-makers, which slowed down engagement efforts.

Solution

ZoomInfo's GTM Intelligence empowered Fujitsu's teams to build accurate target lists, enrich existing accounts, and define territories more efficiently. Scoops and automated news alerts surfaced new buying initiatives, while detailed org charts clarified decision-maker hierarchies. The result was a faster path from insight to engagement.

Results

- Saved **four hours of productivity** per rep per week — equal to eight full-time hires
- **Strengthened demand gen** and ABM strategies
- **Increased engagement** and accelerated deal cycles

“

We trust the data quality and accuracy of ZoomInfo. I don't need a data team like I needed in the past. We just know so much more about our accounts than we ever did before. Now we're able to focus on getting to business leaders and not just technology, so we can better up-sell and cross-sell.”

Russ Hellmann

Head of North America Field
Marketing, Fujitsu Americas



Optimized Territory Planning and Alignment

Challenge

Snowflake needed to design smarter sales territories and identify top-priority accounts with greater accuracy. Their existing systems lacked the real-time data and predictive insights required to maximize seller productivity and performance.

Solution

With ZoomInfo's firmographic and technographic data powering its AI-driven account propensity scoring (APS) model, Snowflake created a scalable, data-rich approach to territory planning. Over a third of the most critical APS data features came from ZoomInfo. The company also leveraged usage analytics to assess sales activity and uncover coaching opportunities.

Results

- **25% boost** in customer engagement
- **2x increase** in new customer conversion rates
- **90% higher** opportunity open rates in high-propensity segments

“

We use enriched data to understand the universe of accounts worldwide. Once our system produces a score, we put it in front of field operations leads so they can allocate those accounts as efficiently as possible,”



David Gojo

Sales Data Science Manager,
Snowflake



Improved Data Hygiene and Lead Prioritization

Challenge

Sendoso, a leading gifting platform, struggled with incomplete and inconsistent CRM data, hindering its ability to prioritize leads and reach its total addressable market (TAM) effectively. To scale across industries and regions, they needed a reliable source of truth.

Solution

ZoomInfo provided Sendoso with enriched data to clean and unify its CRM, increasing ICP coverage and driving international expansion. By automating data enrichment, the company reduced manual tasks and enhanced decision-making across GTM teams.

Results

- **10% increase** in ICP reach, generating **\$4.9M** in pipeline in two quarters
- **70% reduction** in bad data, saving **1,100+ hours** of manual cleanup
- **Expanded international market coverage** with accurate, actionable data



ZoomInfo has become a key component of our corporate strategy. The data has been instrumental to putting together our TAM — both domestically, and as we look to grow internationally.”



Kris Rudeegraap
CEO and Co-founder,
Sendoso

GTM Intelligence: Fueling the RevOps Revolution

ZoomInfo's GTM Intelligence is transforming the way RevOps leaders align sales teams, optimize resources, and drive revenue growth. By eliminating inefficiencies and leveraging real-time insights, organizations can maximize sales rep productivity and achieve scalable success.

Companies that integrate ZoomInfo into their RevOps strategies experience measurable improvements in engagement, conversion rates, and overall sales performance — turning data into the foundation of strong, sustainable growth.

Ready to find out more about ZoomInfo's GTM Intelligence solutions? [Speak to a data specialist](#) today to get started.