



FUEL YOUR PIPELINE — and — REVENUE GROWTH

Find, Connect, and Sell to the
Right Person at the Right Account
at the Right Time With the Right Message

BEST-IN-CLASS DATA

DEFINE MARKET

IDENTIFY TARGETS

PREDICT & PRIORITIZE

CONDUCT RESEARCH

PERSONALIZE AT SCALE

MARKETING & SALES INTELLIGENCE IS A LOT MORE THAN A LEAD LIST

With deep insights on companies, contacts, AND context, you're ready to build a world-class pipeline and revenue-generating engine.

Top-quality sales and marketing data accelerates pipeline and revenue growth—whether you are a startup building a brand or an established enterprise looking for the next growth opportunity.

DiscoverOrg is the leading sales and marketing intelligence solution for 4,000 of the world's fastest growing companies. Our award-winning platform delivers dynamic, actionable intelligence on companies and contacts—plus contextual buying signals—so customers reach the right buyers at the right accounts with the right message at the right time.

Does your current data provider deliver highly accurate company, contact, and context intelligence to accelerate pipeline and revenue growth?

COMPANIES

	DO	OTHERS
Firmographic Data on Public and Private Organizations Industry, Revenue, Employee Count, Business Model (B2B, B2C, B2G)	✓	?
Budget per Department Who's got more discretionary spending power?	✓	?
Technologies Installed Competitive or compatible solutions in their stack?	✓	?

CONTACTS

	DO	OTHERS
Job Functions and Responsibilities Six Directors of Marketing? Know who's in charge of what	✓	?
Department Reporting Structure Titles can be deceiving; reach the real decision makers	✓	?
Verified Contact Information Accurate email addresses and direct-dial phone numbers	✓	?

CONTEXT

	DO	OTHERS
Projects & Personnel Changes Leadership changes and spending initiatives equals prime time purchasing	✓	?
Research & Investment Activity Prospects (with new funding) are searching for your solution - right now	✓	?

Most important, is all of the data and intelligence guaranteed at 95% accuracy and updated at least every 60 days?

DO	OTHERS
✓	?

WITH DISCOVERORG, YOU CAN BUILD A PIPELINE MACHINE



1. Define Your Target Market

Clearly define buyer and product profiles to align sales and marketing efforts and enable ABM.

2. Identify Your Top Targets and Contacts

Find key decision-makers and purchase influencers within each target account.

3. Predict, Prioritize, & Monitor Your Target Prospects

Compile intelligence to identify, score, and rank opportunity by ideal fit and propensity to buy. Reprioritize in real-time as new intelligence is uncovered.

4. Conduct Deep Prospect Research Efficiently

Streamline the sourcing of relevant insights to personalize engagement and enable successful cold outreach.

5. Personalize Engagement— at Scale

Operationalize effective prospecting by giving managers and administrators the tools to ensure every user leverages the full power of account-based intelligence.

DEFINE YOUR TARGET MARKET

Case study:



COIT Group used DiscoverOrg to define their target market and enable Account-Based Marketing

“With a few clicks, we could instantly see how the size of our addressable market changed based upon the criteria selected, including location, title and seniority, industry, and dozens of other attributes. We were amazed at how granular we could get, down to the technology solutions owned. DiscoverOrg's data helped us create our ideal client profile.”

— Joe Belluomini, Coit Group CEO

I NEED TO...	WITH DISCOVERORG, YOU CAN...
Define my ideal customer profile	Quickly analyze and display the characteristics of your best customers
Identify my universe of target accounts	Identify lookalike prospects that fit your ideal customer profile— with one click
Size my total addressable market	Easily estimate your market size by a variety of data points, such as industry verticals, and company size and revenue



IDENTIFY YOUR TOP TARGET ACCOUNTS AND CONTACTS

I NEED TO...	WITH DISCOVERORG, YOU CAN...
Build a better pipeline with new leads	Identify thousands of new accounts and millions of contacts with verified emails and direct-dial phone numbers
Execute an account-based marketing program	Build a list of target accounts and contacts with your unique buying criteria —using 100+ data points
Map contacts and key decision-makers to my top accounts	Identify top decision-makers at each target account and see their position in the org chart . Upload contacts, direct dials, and email addresses directly into your CRM, marketing, or sales cadence tools
Keep my sales and marketing database clean and enriched	Keep your database clean, fresh, and automatically enriched with one click —improving deliverability, response rates, and overall sender reputation



BUILD A WORLD-CLASS PIPELINE & REVENUE ENGINE WITH DISCOVERORG

Case study:
zenoss

Zenoss implemented an Account-Based Marketing strategy on the back of DiscoverOrg

“DiscoverOrg helped forge alignment between marketing and sales, which is essential for ABM. We now have great alignment, down to the contact level!”

—Megan Lueders, Vice President of Marketing, Zenoss

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PREDICT, PRIORITIZE, AND MONITOR YOUR TARGET PROSPECTS

I NEED TO...	WITH DISCOVERORG, YOU CAN...
Prioritize my accounts and leads so that I can effectively build my pipeline	Score accounts and contacts dynamically , in real time, based on customizable, best-fit criteria unique to your business - across 100+ data points
Monitor my leads and key accounts on an ongoing basis	Get insider information into funding events, leadership shake-ups, technology changes, and company updates automatically, dynamically re-prioritizing accounts and contacts
Predict when a company is about to purchase, so that I can get there first	Access predictive buying signals , like planned projects and online behavior, to jump on opportunities before your competitor



Case study:



Account executives at ITInvolve monitor activity at prospect companies for aggressive engagement

"DiscoverOrg gives us access to information we would not be able to get from public or other subscriber services. The platform increases the likelihood of engagement with a prospect because we approach them in an informed way."

—Matt Selheimer, Vice President of Marketing, ITInvolve

CONDUCT DEEP PROSPECT RESEARCH EFFICIENTLY

I NEED TO...	WITH DISCOVERORG, YOU CAN...
Understand who my prospect is	Uncover contact details , areas of responsibility, bios, and social network links
Know where they stand in the organizational structure, and who else I need to engage	See a 360-degree view of the full team org chart and hierarchy across multiple departments, and identify all stakeholders and influencers
Identify contact details so that I can call and email my prospect	Get instant access to the most accurate direct-dials and verified email addresses in the industry



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Case study:



Birst used DiscoverOrg data to approach every prospect with a researched and informed point of view

“We’re not just taking leads that marketing’s providing us, but we’re doing the smartest thing with those leads, which is to come with a researched and informed point of view every single time we engage with the market and a prospect.”

—Chris Pham, Sr. Director Sales Development, Birst

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Case study:



IT-ROI saw a 60x ROI using DiscoverOrg

“When it comes to my return on invested dollars with DiscoverOrg, it has to be about 60 times over. These are sales we would not have made without DiscoverOrg.”

—Christopher Claunch, IT-ROI Solutions Vice President of Sales and Marketing

BUILD A WORLD-CLASS PIPELINE & REVENUE ENGINE WITH DISCOVERORG

PERSONALIZE ENGAGEMENT—AT SCALE

I NEED TO...	WITH DISCOVERORG, YOU CAN...
Push my prioritized prospects into existing campaigns and sequences	Push prospects into your CRM, marketing, and sales development campaigns with a single click—and be confident in high email deliverability
Pick up the phone and deliver a timely, relevant message	Access the highest percentage of direct-dial phone numbers in the industry —plus relevant buying signals and research to personalize your message
Execute ABM at scale	Align sales and marketing with target contacts at each account. Deliver personalized messaging through multiple channels



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DiscoverOrg



Saved 7.5 hours of research and admin work per employee/ per week



| Watchbox

300% increase in outbound sales in the first 12 months



400% fewer email bounces and 9x more positive email replies than comparable efforts with ZoomInfo



Generated \$2.7m in new sales in the first year directly from DiscoverOrg



70% fewer dials per meeting booked



60x ROI in the first 9 months



Identified and enriched data on 2,000 new target accounts



\$2.5 million in new pipeline in under 3 weeks



Decreased research time by 60% in first 12 months



Ayehu Increased conversion rates by 200%



20% more appointments in the first 30 days



Decreased time to close by 50% in 3 months