



Xpress Services Grew Monthly Revenue More Than 15X with ZoomInfo

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The Ottawa commercial cleaning company used ZoomInfo to reach the facilities leaders who pick vendors, growing their monthly recurring revenue by 15X in 3.5 years.

VANCOUVER, Wash.--(BUSINESS WIRE)--Jul. 13, 2026-- ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, has reported that Xpress Services, a commercial cleaning company based in Ottawa, Ontario, has grown its monthly recurring revenue more than 15 times in just 3.5 years, according to the company. It did so with a small team and no marketing budget.

Xpress Services set out to scale from a small base: an owner, a few cleaners, and a part-time administrator, with big ambitions and almost no resources. It had tried telemarketing and third-party lists, but the data was shallow and generic, the same list over and over with no depth to it.

Worse, the lists were top-heavy. Knowing the names of 10,000 CEOs in Canada does nothing for a cleaning company, because CEOs are not the ones who respond. In commercial cleaning, the buyers are office administrators, property managers, and facilities leads, the people who handle the day-to-day of a physical office. The company needed to reach them directly, and the data had to be accurate.

Xpress Services evaluated multiple tools and chose ZoomInfo for the depth and quality of its contact data, especially direct phone numbers and emails. ZoomInfo gave the company the levels it needed, the reach to have a conversation with everyone from a janitor to the VP of finance. Instead of a top-heavy list of executives, the team could find the facilities and operations leaders who actually pick cleaning vendors and contact them directly. For a lean team, that precision did the work of a marketing department it did not have.

The payoff was dramatic. It happened without hiring a marketing team, running ad campaigns, or building traditional lead-gen infrastructure, running instead on targeted outreach and accurate data.

Today the company is small but mighty, with a much larger client base and a healthy pipeline. As it expands into new verticals, Xpress Services plans to keep using ZoomInfo to reach the right people, and it is testing AI-assisted prospecting for more efficiency. In a business built on trust, timing, and clean results, reaching the right person at the right company is what turned a tiny operation into a growing one.

About ZoomInfo

ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, enables sales, marketing, and customer success teams to execute their go-to-market strategy with confidence. Powered by the industry's most comprehensive B2B data, including more than 100 million companies, 500 million contacts, and billions of signals, ZoomInfo delivers the intelligence, automation, and integrations that modern revenue teams need to identify, engage, and convert their best buyers.

Learn more at zoominfo.com.

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