



SpringDB Helps High-Growth Companies Double or Triple Conversions with ZoomInfo

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The go-to-market consultancy rebuilds client data on ZoomInfo, reporting higher conversions, larger deals, and lower churn across its engagements.

VANCOUVER, Wash.--(BUSINESS WIRE)--Jul. 13, 2026-- ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, has reported that SpringDB, a go-to-market consultancy that fixes the data underneath companies' sales and marketing, sees its clients typically lift campaign conversions 2X to 3X after an engagement, according to the company. SpringDB also reports 30% to 50% higher average deal size and 20% to 40% lower customer churn across its engagements.

SpringDB, founded in 2018, helps hundreds of high-growth B2B companies operationalize their go-to-market strategy by fixing the one thing everyone talks about but few prioritize: data. Every engagement starts with a data audit, and the findings are usually worse than clients expect. Many high-growth and even public companies lack a reliable ideal customer profile. SpringDB has seen a million-record database where only 30% carried a job title, which makes a million-record asset more like 300,000.

Bad data does more than slow sales and marketing. It creates risk. Duplicate records are a compliance hazard, because a contact who opts out on one profile can keep getting emailed through a duplicate. And data tends to become a hot potato, passed between teams because no one wants to own it.

SpringDB uses ZoomInfo across nearly the entire platform, and the sequence matters. It starts with a data health report that flags duplicates, fill rates, and unverified fields, then cleans and enriches the client's records and links leads to accounts. On top of that clean foundation, it aligns sales, marketing, and operations around a single enriched layer, adding technographics, buying signals, and funding data. AI-assisted prospecting then hands reps a dashboard of top accounts instead of the roughly 30% of the day they spend on research, and conversation intelligence from recorded calls drives pipeline alerts and deal-risk tracking.

The payoff shows up in the numbers SpringDB reports across its engagements: campaign conversions up 2X to 3X, average deal size up 30% to 50%, customer churn down 20% to 40%, and a 300% increase in database usability. The company ties all of it to one cause, clean and connected data, and treats that data as a competitive advantage.

SpringDB is already deploying ZoomInfo's newest capabilities, using AI-driven workflow automation and a shared workspace to research, aggregate data, and turn workflows into deliverables like custom presentations. Its advice to companies chasing the same results is blunt. Treat ZoomInfo as a full platform, not a tool for one team, and get roughly 10 times the value.

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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