Buyout Firm Tide Rock Holdings Captures Leads in Under 48 Hours With ZoomInfo

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The unlevered buyout firm put sales and marketing on one dataset at a newly acquired manufacturer, replacing months of lead generation with high-quality leads in under 48 hours.

VANCOUVER, Wash.--(BUSINESS WIRE)--Aug. 10, 2026-- ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, has reported that Tide Rock Holdings, an unlevered buyout firm that acquires cash-flow-positive B2B companies, used ZoomInfo to align sales and marketing at Interconnect Solutions Company (ISC). ISC now captures high-quality leads in under 48 hours of launching a campaign, down from the months it once took to generate value from marketing, according to the company.

Tide Rock buys economically resilient B2B companies in manufacturing, distribution, and services, then grows them to return quarterly yield to its investors. When it acquired ISC, a manufacturer with more than 50 years of history, sales and marketing sat in separate silos. Marketing ran broad, untargeted campaigns, the kind the firm calls "spray and pray."

For a buyout firm, that is not a small problem. ISC makes custom interconnect components that go into commercial and military aircraft, medical devices, and weapon systems, a serious business that had never run a modern demand-generation motion. Tide Rock's entire model depends on growing the companies it buys, so a slow, siloed go-to-market function is a drag on the investment itself.

Tide Rock's fix was alignment. It put both teams on a single dataset, using ZoomInfo's verified B2B data and demand-generation tools across sales and marketing. Marketing traded broad blasts for campaigns with messages built for each audience. Because both teams now share one view of the buyer, sales reps can see which prospects have already engaged and follow up while interest is fresh, instead of starting every conversation cold.

The payoff was speed. Before, generating value from marketing took months. Now ISC captures high-quality leads in under 48 hours of a campaign launch, according to the company. Tide Rock also reports a greater return on ad spend as targeted campaigns replace untargeted ones, along with faster outreach to decision-makers.

The firm frames the biggest gain as alignment itself: one dataset, shared goals, and every effort housed in one place. For a company that buys and grows businesses for a living, that motion is a playbook it can carry into the next acquisition, and the one after that.

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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