



Kronologic Targets the Exact Right Buyer and Shortens Its Sales Cycle with ZoomInfo

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The Austin meeting-automation company turned to ZoomInfo for data precise enough to reach the one role inside each buying team that its product actually serves, and reports stronger engagement, more pipeline, and a shorter sales cycle.

VANCOUVER, Wash.--(BUSINESS WIRE)--Aug. 13, 2026-- ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, has reported that Kronologic, an Austin-based software company that automates scheduling to set revenue-generating meetings at scale, has seen a steady increase in opportunities and pipeline and an overall decrease in its sales cycle using ZoomInfo, according to the company.

Founded in 2018, Kronologic builds software that automatically schedules revenue-generating meetings, orchestrating time for sales, marketing, and customer success teams. To grow its own pipeline, it needed go-to-market data it could trust. After parting with a previous data provider, the company went looking for more depth, more breadth, and better accuracy so its teams could actually connect with the right prospects.

The real problem was precision. Kronologic did not just need a marketing contact or a sales contact at a target account. It needed the exact role inside the team, the one person whose job the product actually touches. A near-right contact is still the wrong contact. Generic lists made that miss routine, and the lists Kronologic gathered at tradeshow and conferences arrived worse still, full of missing fields and outdated names. Leads it had paid to collect were not actionable on arrival.

Kronologic credits a few things. Precise filters let the team build lists down to the exact role within a function, not just the department, so a message reaches the person who feels the problem. Data enrichment brings the dead tradeshow and conference lists back to life, filling the blank fields, refreshing the stale contacts, and adding company and buyer detail the raw list never carried. And conversation intelligence from recorded sales calls captures the voice of the customer, speeds onboarding and training for new reps, and flags every time a prospect names a competitor, so the team can track how the market sees it.

Since bringing on ZoomInfo, Kronologic reports a steady increase in opportunities and pipeline. Engagement rates are up, helped by messaging tuned to each buyer's exact needs, and the company reports an overall decrease in its sales cycle. Sales and marketing now work from the same view of the best-fit prospects, which Kronologic credits with saving time and closing more deals.

There is a neat logic to it. Kronologic's product exists to put the right meeting, with the right person, on the calendar at the right time. Reaching that right person in the first place, with accurate data and precise targeting, is the same discipline turned on its own growth. Kronologic rates ZoomInfo's data quality and coverage above every alternative it has tried, and keeps it at the center of how its sales and marketing teams find and convert their best buyers.

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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