



Pacific Energy Concepts Lifted Call Connect Rates More Than 53% with ZoomInfo

August 18, 2026

The energy optimization company replaced door knocking and purchased vendor lists with verified contact data, and raised overall prospecting activity by more than 60%.

VANCOUVER, Wash.--(BUSINESS WIRE)--Aug. 18, 2026-- ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, has reported that Pacific Energy Concepts, an energy optimization company that designs LED lighting, advanced controls, and Smart Motor retrofits for commercial and industrial buildings, has increased its call-to-connect rate by 53.42% and its overall prospecting activity by 60.75% since adopting ZoomInfo, according to the company.

Pacific Energy Concepts sells energy-efficiency retrofits to major retailers, manufacturers, and airlines, with clients including Costco, IKEA, Reliance Steel, and Alaska Airlines. The company frames what it delivers to those buildings as running efficiently, saving money, and working happy, all while cutting carbon. But its own pipeline was built the old way. Sales engineers relied on in-person introductions and leads collected at events, and filled the gaps by searching the web and buying lists from a rotating set of vendors. The company has said the process was not sustainable for long-term growth.

The list-buying was the weaker half. Depth and accuracy were the two things purchased lists and manual research could not deliver, according to the company, and both had to be fact-checked by hand before anyone picked up a phone. Pacific Energy Concepts needed accurate contact information and a way to identify new target businesses without walking into a building to find them.

The company researched automation tools and added ZoomInfo to its tech stack, and three levers did the work. Precise filters and buying signals surface businesses that fit the company's ideal customer profile and show which of them are researching relevant topics now. Org chart data pinpoints the correct contact inside a large organization, which the company calls a significant time saver. And data accuracy is what turns a dial into a conversation. A verified direct line reaches a person. A stale switchboard extension does not. For a business selling a capital project into a retailer or an airline, reaching the wrong name is the same as reaching nobody.

The results followed on both sides of the equation. Pacific Energy Concepts reports a 53.42% increase in its call-to-connect rate and a 60.75% increase in overall prospecting activity, which the company defines as emails, calls, and Zoom meetings combined, since adopting ZoomInfo. Better data raised the share of dials that reach a live person. A repeatable list-building workflow raised the volume going out in the first place. The company also reports that its pipeline has increased.

Pacific Energy Concepts describes the change as bringing automation to what was once a very manual process, and its sellers now spend less time researching and more time selling. For an engineering-led sales team that used to grow one handshake at a time, that is the difference between a motion that scales and one that does not.

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.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20260818980210/en/>

Media contact:

Public Relations Team
ZoomInfo
PR@zoominfo.com

Source: ZoomInfo