



AK Operations Lifts Client Qualified Deals 600% in Six Months with ZoomInfo

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The fractional sales and marketing firm replaced its clients' years-old CRM lists with ZoomInfo data and reports triple-digit gains in meetings, deals, and closed business.

VANCOUVER, Wash.--(BUSINESS WIRE)--Aug. 18, 2026-- ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, has reported that AK Operations, a fractional sales and marketing firm based in St. Louis, Missouri, has driven a 600% lift in qualified deals for its clients within six months of an average new client relationship, according to the firm.

AK Operations operationalizes its clients' CRMs, connecting marketing and sales campaigns so demand generation runs on autopilot. Its model starts from a hard constraint. A sales representative has roughly three hours of prospecting time in a day. Spent on cold LinkedIn outreach and cold calls, those three hours are three hours of guessing. So the firm's rule is that inbound engagement determines outbound effort.

The model only works if the data underneath it is right, and it usually was not. AK Operations describes the client databases it inherited as dusty, contacts collected over years and never cleaned. A campaign is only as good as the data feeding it, and no nurture sequence fixes bad fuel. That gap cost the firm directly. In its first year of business, AK Operations churned more customers than it should have because it had not established upfront that a client needed a healthy database.

So the firm now proves the problem before it builds anything. It launches identical email campaigns against two lists, one from the client's existing CRM and one built from ZoomInfo, then puts the conversion rates side by side. AK Operations reports the conversion rates flip. From there it builds a master list of the client's total addressable market, often hundreds of thousands or millions of contacts, and sets strategy and revenue targets before anyone sends an email. Three levers carry the result: verified emails that reach inboxes instead of bouncing, precise firmographic and title filters so the list matches the real buyer, and website visitor identification that turns anonymous traffic into named accounts a rep can work today.

Within six months of an average new client relationship, AK Operations reports a 300% increase in booked meetings, a 600% lift in qualified deals, and 150% more closed deals. During initial testing, ZoomInfo contacts produced about 1% daily engagement in month one, rising to 2% to 3% by month three, with sender scores held above 90%. One client had \$1.4 million in proposals out in the first 60 days on the program, then closed more than \$3 million sourced from ZoomInfo before its subscription renewal, according to the firm.

The effect reaches staffing as well, where AK Operations reports better sales representative retention. Nobody stays in a seat where the day is spent spinning wheels on bad data. The firm frames the goal as a demand generation engine that serves a client for life, so clients have confidence they are fishing from a stocked pond of right-fit contacts and will hit or exceed their revenue targets.

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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Media contact:

Public Relations Team

ZoomInfo

PR@zoominfo.com

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