BlueWhale Research Holds Lead Rejection Under 1% Across 45,000 Leads a Month with ZoomInfo

August 21, 2026

The B2B lead generation firm uses buying signals and verified contact data to reach the managers actually doing the research, not the executives who delegated it.

VANCOUVER, Wash.--(BUSINESS WIRE)--Aug. 21, 2026-- ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, has reported that BlueWhale Research, a B2B lead generation firm serving technology companies, delivers more than 45,000 leads a month with a lead rejection rate of less than 1 percent over the past five years, according to the company. The industry standard for third-party lead generation programs runs between 15 and 20 percent.

BlueWhale, an Inc. 5000 company, produces hundreds of thousands of qualified leads a year for major enterprise technology vendors. The hard part of that business is not volume. It is the target list. The company describes the easy path in its market as becoming an order taker, where the client sends over job titles, industries, and company sizes and the vendor simply fills the order.

Order-taking produces top-heavy lists. Clients ask for VPs and the C-suite, but those people delegated the research months ago. The buying committee member actually reading the analyst report is a manager or a researcher nobody put on the list. There is a second problem stacked behind the first. BlueWhale cites an industry statistic that 99 percent of people who agree to receive content have not read it by the time an SDR follows up. A lead can be real and still be worthless if the call opens with a question about a whitepaper the prospect never opened.

BlueWhale built its programs on ZoomInfo data for three reasons. Buying signals show which companies are researching a topic right now, which the company frames as fishing where the fish are, and they regularly surface industries a client's established ideal customer profile left out entirely. Depth of data lets BlueWhale cross-reference more than 300 attributes against professional and company profiles, so a rep can open on the prospect's actual situation instead of the whitepaper question. And the underlying record has to hold up: direct-dial numbers that reach a person, valid email addresses, and confirmation the prospect still works there. At more than 45,000 leads a month, a few percentage points of stale contacts is thousands of dead ends, and BlueWhale specializes in call-based campaigns where a wrong number is the entire cost of the touch.

The proof shows up in what clients send back. BlueWhale's lead rejection rate over the last five years is less than 1 percent, meaning clients returned fewer than 1 in 100 leads as bad, against an industry standard of 15 to 20 percent, according to the company. Customer retention hovers between 85 and 88 percent. The revenue renewal rate runs higher still, into three figures.

BlueWhale's pitch to clients is a consultative one rather than a transactional one: use the data to widen the target, then work upward. A contact point with an interested manager becomes a conversation with the selection committee above them. Starting that conversation in the buyer's initial cycle, the company says, is what puts a vendor in the room when the decision is actually made.

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/20260821490397/en/

Media contact:
Public Relations Team
ZoomInfo
PR@zoominfo.com

Source: ZoomInfo