



## Clum Creative Reports 10x ROI and 104% More Appointments with ZoomInfo

September 8, 2026

*The video production company replaced a rotation of unreliable data tools with ZoomInfo and now sources nearly all of its new business from the platform.*

VANCOUVER, Wash.--(BUSINESS WIRE)--Sep. 8, 2026-- ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, has reported that Clum Creative, an independent video production company, has driven a 10x return on investment on its use of ZoomInfo, according to the company. The company also reports a 104% increase in appointments set and a 60% increase in leads.

Clum Creative helps marketing and business leaders build content for the modern media landscape. Before adopting ZoomInfo, the team cycled through a series of B2B data tools, including SalesGenie, hunter.io, and [Data.com](#). Each one came up short on accuracy. Founder Mike Clum describes that earlier era as a mess.

The stakes were bigger than a slow prospecting day. Clum Creative is a small production shop with no large sales operations function to absorb bad data. Every wrong extension is a missed booking, and an hour a founder-led team does not get back. When the phone list is wrong, sales does not get inefficient. It stalls.

The turn came from a free trial. On the first attempts, ZoomInfo returned the direct extension and email address for target executives at major companies the team had been trying to reach. Guessing at general switchboards and hunting through web forms became a direct line to a decision-maker. A verified direct line reaches a person. A stale switchboard extension does not. For a small team that lives on outbound conversations, that is the difference between a full day of meetings and a full day of dialing dead numbers.

Since signing on with ZoomInfo, Clum Creative reports a 10x return on investment, a 104% increase in appointments set, and a 60% increase in leads, according to the company. Nearly all of the company's new business is now sourced through the platform. The prior rotation of data vendors is out of the workflow.

Clum Creative treats accurate B2B contact data as the foundation of its outbound motion. The team's plan is to keep ZoomInfo at the center of prospecting as the business grows, using it to reach decision-makers directly rather than routing around them.

### 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](https://zoominfo.com).

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