How Deal IQ Grew Annual Revenue More Than 1900% Using ZoomInfo

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The Toronto-based procurement consulting firm uses buying signals and verified contact data to reach Fortune 500 decision-makers at the exact moment they enter a purchase cycle.

VANCOUVER, Wash.--(BUSINESS WIRE)--Sep. 8, 2026-- ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, has reported that Deal IQ, a Toronto-based procurement consulting firm that negotiates technology contracts on behalf of Fortune 500 companies, grew its annual revenue by more than 1900% using ZoomInfo, according to the company. Deal IQ also reported a 6X increase in its client portfolio and an 8X increase in C-suite meetings booked.

Deal IQ negotiates the vendor contracts Fortune 500 companies do not have time to fight over themselves. Its service is only relevant at one specific moment: when a target company is about to buy technology. Before ZoomInfo, the team was wasting hours each week manually researching accounts to find that moment, and losing other deals in the process.

The timing problem had a second layer. Reaching a real decision-maker at a target account required accurate direct dials for senior executives and a current view of who ran what, not a generic contact list. When the data is wrong, an inbound service like Deal IQ's cannot even get to the table. A negotiation firm that misses the buying window is a firm no one calls.

ZoomInfo solved both layers at once. Automated alerts flag when a target account submits an RFP or does an unusual amount of research into a particular solution, the two signals that map directly to Deal IQ's window of relevance. Verified direct dials for senior executives replaced the general switchboard. The company credits two levers: buying signals get the timing right, and accurate contact data gets the conversation right. The team searches in ZoomInfo, reaches out through ZoomInfo, and moves on. The team also saves over 28 hours of productivity each week compared with its previous manual research process.

Deal IQ has plans for an aggressive European expansion. The firm's own framing is that the team now lives in ZoomInfo, and it plans to keep the platform at the center of how it targets accounts as it scales into new geographies.

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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