

# Why Alleyoop Switched from ZoomInfo to SalesIntel

Gabriel Lullo, CEO of Alleyoop, and his team were experiencing a decline in the quality of account and contact information they were receiving from their sales intelligence provider. A longtime ZoomInfo customer, they decided it was time to consider a new solution that would provide them with more reliable data while also operating as a true partner in their success.

## CHALLENGE:

Gabriel Lullo, CEO of Alleyoop, and his team were experiencing a decline in the quality of account and contact information they were receiving from their sales intelligence provider. A longtime ZoomInfo customer, they decided it was time to consider a new solution that would provide them with more reliable data while also operating as a true partner in their success.

## DECISION:

To ensure a fair evaluation of alternative solutions, Alleyoop initiated a test to compare connection rates with 1,000 contacts in their ICP pulled from 3 providers—Cognism, ZoomInfo, and SalesIntel. The results enabled Gabriel and his team to go with SalesIntel, whose connection rate was 35% compared to 16% and 8% for ZoomInfo and Cognism, respectively.

In addition to the higher data quality and connection rates, Gabriel cited superior accessibility, pricing, and the overall commitment to excellent customer service as reasons for the switch.

## OUTCOME:



*Gabriel Lullo | CEO, Alleyoop*

35% connection rate:  
SalesIntel

**“[From the test results we ran] we had Cognism at the least [8%], we had ZoomInfo at 16%, and we had SalesIntel at 35%, which if you look at it's almost double what the second place was. These were phenomenal results for us. We averaged data entered between 7 to 18 connection rates across all of our clients that were through SalesIntel. For this test with those different ICPs, which are the big three, we are operating over 30% connection rate.”**



**Gabriel Lullo, CEO of Alleyoop, highlighted several reasons why SalesIntel was superior to ZoomInfo:**

#### **1. Connection Rates:**

In a comprehensive test involving three different data providers (Cognism, ZoomInfo, and SalesIntel), SalesIntel outperformed the others with a connection rate of 35, almost double that of ZoomInfo, which stood at 16. This superior connection rate was a significant factor in choosing SalesIntel.

#### **2. Quality and Accuracy:**

A connection in Alleyoop's context meant successfully reaching the right person and having a meaningful conversation. SalesIntel's data quality and accuracy were crucial in achieving this, ensuring that the contacts were indeed the right individuals, as opposed to mere contact details.

#### **3. Meeting Conversion:**

Higher connection rates directly translated into more meetings booked. Gabriel pointed out that they obtained more meetings during the week when they used SalesIntel data compared to any other test. This success in converting connections into meetings was a pivotal factor in choosing SalesIntel.

#### **4. Pricing:**

While pricing was a consideration, it was emphasized that data quality and the ability to access fresh, up-to-date data were of greater importance. SalesIntel was found to offer a better price point, making it an attractive choice.

#### **5. Data Freshness and Availability:**

SalesIntel stood out due to its ability to provide data rapidly, in a matter of minutes, compared to other providers that took several days to fulfill lookup requests. This speed and data availability were highly advantageous for Alleyoop's operations.

#### **6. Customer Relationship:**

Gabriel expressed his desire for a smooth transition from trial to customer status. He wanted the same level of service and responsiveness, underscoring the importance of a positive customer relationship. This implied that SalesIntel's approach during the trial phase was satisfactory.

**In summary, SalesIntel's superior connection rates, data quality, and data accessibility, along with competitive pricing and a customer-centric approach, made it the preferred choice for Alleyoop over ZoomInfo and other data providers.**