

# Human Capital Media Case Study: Enabling Sales with Research on Demand





# Introducing



Human Capital Media (HCM) is an award winning, multi-media and marketing services organization servicing the Human Resources marketplace. HCM specializes in original content, custom content, custom research and live events.

As the parent company of such premier brands as Workforce and Chief Learning Officer, they leverage actionable business knowledge, the latest data science and executive-level experiences to empower the decision-makers charged with making organizations succeed.

We talked with Greg Miller, the Marketing Director at HCM, about their experience with SalesIntel's Research on Demand team.

(pictured above)



# How SalesIntel was Selected as HCM's Data Partner

When Miller started as HCM's Marketing Director, he wanted to find a data partner to enable their marketing and sales prospecting. HCM hadn't worked with a data partner before and wanted to see how a data provider could improve their outreach efforts.

Miller decided to test data from the top data provider companies: ZoomInfo, DiscoverOrg and SalesIntel.

**"We took a data sample from each company," Miller said. "We sent the exact same email campaign to each group of contacts and compared the click-through rates. SalesIntel contacts had the highest rate."**

The quality of data combined with an easy experience working with their SalesIntel account executive led to HCM picking SalesIntel to be their data partner.



# HCM's Experience with SalesIntel's Research on Demand

Previously, HCM was using LeadGrabber to find prospect contact data. When sales reps would have a request, HCM's admin would have to set aside time and try to get the contacts to the team as quickly as possible, generally within a day or two.

With SalesIntel's Research on Demand (RoD), HCM can now request specific contacts and SalesIntel's team will rapidly find, and if needed, hand-verify, the requested list.

**"Our sales team was impressed with the quick turnaround," Miller said. "The sales reps usually need to move quickly with leads, but before they had to wait 24-48+ hours. The first time a rep used SalesIntel's Research on Demand, he got the info within an hour. He double-checked and the contact data was all 100% correct too."**

HCM's sales team continued to use the RoD team and received high-quality contacts within a few hours of their request.

The quick return on contacts has helped the sales reps prospect faster than ever before and been their favorite part of the SalesIntel experience.