



Customer Story:

From Bounces to Wins: OppGen's Journey to Precise Targeting with SalesIntel

The deliverability of email and the bounce rates that you typically see from using tools like ZoomInfo and a few of the others significantly reduced with SalesIntel."

▪ Courtney Minor, System Administrator at OppGen

About OppGen:

OppGen is a white-label sales agency that specializes in both outbound and inbound sales for small to medium-sized businesses (SMBs) in the IT and custom software services industry. OppGen partners with businesses that either lack the resources to maintain an in-house sales team or need to complement their existing sales efforts. By deeply understanding each client's unique value proposition and target market, OppGen takes complete ownership of the outbound sales process, driving growth and creating new opportunities for their clients.

The Challenge:

For OppGen, accessing accurate and reliable data was critical to executing successful outbound campaigns. Initially, the agency relied on ZoomInfo for their data needs. While ZoomInfo provided quality data, the partnership came with significant challenges. The cost was steep, and despite the high investment, OppGen experienced a substantial bounce rate of about 40% with their emails. To mitigate this, they had to use additional scrubbing services, which added further costs and operational complexities.

On top of paying ZoomInfo for contacts, we were also paying for an email scrubbing service that we used on top of that. Then, once we scrubbed them, we would actually go back to ZoomInfo and say, "Hey, all of these bounced. Please refund us."

▪ Courtney Minor, System Administrator at OppGen

This inconsistent experience with different data providers led OppGen to recognize the need for a more comprehensive solution—one that offered both accuracy and cost-effectiveness. The constant time spent on validating and cleaning up contact lists was a drain on resources. They needed a tool that would provide reliable data right from the start, allowing their team to focus on what they do best: driving sales for their clients.





The Solution:

OppGen turned to SalesIntel for a solution that stood out due to its emphasis on verified data and hard-to-find contact information. SalesIntel's flexibility in providing enriched data tailored to specific criteria allowed OppGen to effectively target niche markets. The integration of verified direct dials, mobile numbers, and personal emails enabled comprehensive multi-channel campaigns, diversifying their outreach from emails to direct calls and display ads.

Courtney also highlighted the partnership's collaborative nature, stating, "SalesIntel has been fantastic in responding to our needs, offering custom lists based on our parameters. It's been a game-changer for us."

This trusted collaboration has boosted OppGen's confidence in their data-driven strategies and overall sales approach.

The Outcome:

SalesIntel's comprehensive and accurate data empowered OppGen to fine-tune its outreach strategies, leading to enhanced targeting and improved campaign results. With SalesIntel, OppGen not only reduced bounce rates but also elevated its overall sales performance.

Expanded Reach:

Larger, more precise contact lists tailored to specific niches, enabling more effective prospecting.

Enhanced Multi-Channel Targeting:

Access to mobile numbers and personal emails allowed OppGen to expand its outreach through targeted display ads, increasing engagement.

Reduced Bounce Rates and Improved Deliverability:

OppGen experienced a significant reduction in email bounce rates compared to their previous tools. This improvement translated into more successful outreach efforts and reduced the need for additional scrubbing services, leading to cost savings.

Improved Data Quality and Accessibility:

OppGen found the data provided by SalesIntel to be more accurate and accessible, which allowed them to build higher-quality lists without the constant need for validation or external verification. This improved the efficiency of their outreach campaigns.

Enhanced Client Satisfaction:

With access to better data, OppGen was able to deliver more targeted campaigns, leading to higher engagement rates for their clients. This not only strengthened OppGen's reputation but also boosted client satisfaction and retention.

Scalability and Growth:

The improved data quality and operational efficiency supported OppGen's scalability. With more accurate data, they were able to take on more clients and expand their service offerings, contributing to the agency's growth.

Operational Efficiency:

Reduced time spent on data scrubbing and validation, allowing the team to focus more on meaningful client interactions and closing deals.

Improved Sales Confidence:

The ability to deliver niche-specific data lists for clients helped OppGen build trust and confidence, both internally and with their clients, contributing to a more robust sales pipeline.