



CASE STUDY:

## Increasing Lead Generation Efficiency with 94% Accurate Data and Ease of Use: INKY's Success Using SalesIntel

*Finding an accurate, easy-to-use pipeline generation platform with a strong list of MSPs was a challenge. SalesIntel not only provided us with reliable data but also helped us identify prospects already interested in our solutions. It made our outreach more targeted and effective, and **choosing SalesIntel became a no-brainer.***

▪ Lydia Samson, INKY Technology

### About INKY:

INKY is a behavioral email security platform designed to block threats, prevent data leaks, and coach users to make smarter security decisions.

Through interactive banners and real-time guidance, INKY enhances email security without burdening IT teams. By combining powerful technology with intuitive user engagement, INKY ensures businesses remain protected against evolving cyber threats.

### The Challenge: Finding Reliable Data for MSP Targeting

For INKY's sales team, identifying and reaching Managed Service Providers (MSPs) was a top priority. However, sourcing an accurate, comprehensive, and up-to-date MSP contact list proved to be a significant challenge.

Before discovering SalesIntel, INKY experimented with multiple data providers, including ZoomInfo and Rightbound, but encountered persistent issues such as outdated contact information, incomplete data, and limited intent signals. The team needed a solution that not only provided a robust database of MSPs but also enabled smarter outreach based on buying intent.



## **The Solution:** SalesIntel's High-Quality Data and Intent Insights

To determine the best data provider, INKY's SDR team conducted a trial, testing SalesIntel's platform by exporting and validating over 1,000 MSP contacts. The results spoke for themselves:

- 94% email accuracy rate, ensuring that outreach efforts were not wasted on incorrect or outdated contacts.
- Reliable direct-dial numbers, allowing SDRs to connect with prospects faster.
- Intent data insights, helping the team prioritize MSPs already interested in email security solutions.

With a streamlined, easy-to-use interface and seamless integration with existing tools, SalesIntel quickly became the preferred choice for INKY's lead generation strategy.

## **The Outcome:** Increased Efficiency, Scalability, and ROI

### **1. High-Quality Data at an Affordable Price**

Choosing SalesIntel was a straightforward decision, thanks to its combination of accurate data and a cost-effective pricing model. INKY not only gained access to high-quality MSP contacts but also benefited from flexible pricing and discounts tailored to their needs.

### **2. Improved Campaign Efficiency**

SalesIntel's intuitive interface and direct integration with Outreach made the lead generation process significantly more efficient. SDRs could seamlessly export leads into sequences, reducing manual work and increasing outreach speed.

### **3. Scalable for Growing Teams**

As INKY continues to expand, new SDRs join the team regularly. SalesIntel's user-friendly platform and dedicated training resources ensured a smooth onboarding experience, allowing the sales team to scale without disruptions.

**With SalesIntel, INKY has transformed its outbound sales strategy. Empowering SDRs with the right data, the right prospects, and the right insights to drive meaningful conversations and revenue growth.**

**Ready to achieve smarter targeting and higher efficiency like INKY?  
Discover how SalesIntel can help your team generate better  
leads and scale effectively.**

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