



40% Faster Outreach, 28% Cleaner Data:

How BlackHawk Data Turned Human
Support into Their Secret Sales Weapon



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Faster
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28%
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"Thanks to SalesIntel's real-person support and hands-on training, resulted in 15% boost in win rates, the biggest driver of our success. We've also cut bad data by 28%, expanded our target coverage by 25%, and accelerated our outreach by 40%, all while ramping up new hires 25% faster. Their team genuinely cares about our results."



MaryAnn Pagano,
Founder and CEO of BlackHawk Data

Overview:

What happens when your sales team spends more time fixing data than closing deals? At BlackHawk Data, that question turned into a wake-up call.

As a leader in digital commerce, gift card, and incentive programs, BlackHawk knows what it takes to connect brands with customers. But when it came to their own outreach, something wasn't clicking.

They had the strategy.

They had the team.

What they didn't have was the right data partner.



The Challenge:

BlackHawk had been using another data provider. On paper, it all looked good. In practice? Not so much.

- **Inaccurate contact data** made outreach feel more like a game of “guess who.”
- **No real-time support** meant waiting for tickets to be resolved, or worse, Googling for answers.
- **No help prioritizing prospects**, which left their reps chasing the wrong accounts while high-value targets slipped away unnoticed.

The result? Slower sales cycles, frustrated reps, and leads going cold before anyone could say “follow-up.”

The Solution:

SalesIntel came in with something radically different. Human support. Yes, actual humans. Not chatbots. Not ticket numbers. Just helpful people who knew what they were doing.

- **Personalized assistance** when questions came up or onboarding got tricky.
- **Best-practice coaching** that actually made sense and got used.
- **In-tool ICP sessions** that helped them stop guessing and start targeting the right accounts.

The BlackHawk team no longer had to hunt for insights or wing it with outdated info. SalesIntel met them where they were and helped them level up.



The Results:

Sometimes, the numbers do all the talking. In this case, they tell a pretty satisfying story:

- **15% boost** in win rates
- **28% drop** in bad contacts
- **25% more coverage** of the right targets
- **40% faster** from list to outreach
- **25% quicker** ramp-up for new hires

Sales reps stopped wasting time. Leaders started seeing pipeline move. And the whole team started working smarter, not just harder.

Every sales team has a secret weapon. For BlackHawk, it turned out to be accurate data, fast answers, and a support team that doesn't disappear after the contract is signed.

With SalesIntel, they found a partner who didn't just hand over a platform and wish them luck. They found people who listened, trained, guided, and picked up the phone when it mattered most.

Don't just be inspired by results, create your own.
If this success story sparked ideas,
let's turn them into action. Request your demo
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