



How Dayta Keeps **Client** **Funnels Full** with SalesIntel



28%
increase in new
leads per month



25%
reduction in
email bounce



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“The research-on-demand feature is the tool I use most, and it consistently produces great results.”



Luke Riordan,
Founder, Dayta

Overview:

Dayta is a fractional marketing agency based in St. Cloud, MN, supporting over 75 B2B clients across 15 states. They provide comprehensive omnichannel strategies, campaign execution, and leverage their proprietary Daylight® reporting platform to drive measurable results for their clients.



The Challenge:

With dozens of client campaigns running simultaneously, Dayta faced increasing pressure to generate high-quality, accurate lead lists at scale. However, their previous data sources couldn't keep up with the agency's growing demands, leading to inefficiencies and lower campaign performance.

- **High-volume data demands** required constant access to fresh, accurate B2B contact data.
- **Data quality gaps** resulted in outdated U.S. phone numbers and email addresses, driving up bounce rates.
- **Manual research bottlenecks** slowed list-building and diverted valuable agency hours from client work.
- **Inconsistent data sources** created delays in campaign launches and compromised lead quality.



The Solution:

SalesIntel delivered a comprehensive data solution, combining human-verified contact data, rapid custom research, and seamless CRM integrations—all supported by expert agency-focused customer success.

- **Extensive U.S. data lake** with deep coverage of verified U.S. decision-makers across multiple industries.
- **Research-on-Demand (RoD)** provided verified contact records in under 3 hours for hard-to-find leads.
- **Chrome Extension and CRM Sync** enabled one-click list enrichment directly within HubSpot and Salesforce.
- **Dedicated Agency Support Manager** offered ongoing guidance, best practices, and hands-on assistance for multi-client management.
- **Human verification processes** ensured consistently accurate data, reducing bounce rates and improving inbox placement.



The Outcome:

SalesIntel empowered Dayta to streamline its list-building process, improve data quality, and deliver stronger campaign results for its clients, without adding strain to the agency's internal resources.

- **3× faster list-building**, reducing build time from 2.1 hours to 40 minutes.
- **25% reduction in email bounce rates**, improving sender reputation and inbox deliverability.
- **28% increase in net-new leads generated per month**, fueled by fast Research-on-Demand results.
- **<3-hour average turnaround** for contact verification requests, keeping campaign timelines on track.
- **Higher client satisfaction** through consistently reliable, accurate lead data that supports stronger pipeline results.

“SalesIntel has allowed us to access large amounts of clean B2B data. Their research-on-demand feature is the tool I use most, and it consistently produces great results. I’m in SalesIntel every day, and the Chrome extension is a huge time-saver.”

– Luke Riordan, Founder, Dayta



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sparked ideas, let's turn them into action.
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