



From Leads to Wins: How Maven Machines Hit a 50% Win Rate



42%
more live
conversations



85%
reduction in
research time



“

“I think it goes back to the power of speed, the power of accuracy with 97% open rate... Sales, a lot of times, it's being in the right place at the right time with 50% win rate. That's what I've counted on the tool for and it hasn't let me down yet.”



Tim Jones,
SVP of Sales at Maven Machines

Overview:

Maven Machines is a leading fleet management and dispatch software solution provider for the trucking industry. Their platform supports planners, dispatchers, drivers, customer service reps, and sales teams, modernizing critical operations for logistics businesses. As their sales strategy scaled, Maven Machines sought to increase outreach efficiency and improve ROI from their contact data investment.



The Challenge: When Data Costs More Than It Pays Back

Maven Machines was struggling with the limitations of a previous data provider, which included high costs, slow turnaround times, and low usage rates by the sales team. As the economy tightened, the team needed a cost-effective, faster, and more accurate solution to support their outreach and revenue goals.

- **High spend, low return** on a legacy data contract that produced too few usable records
- **Slow research turnaround**, stretching time-sensitive campaigns past their prime
- **Poor rep adoption** due to clunky workflows and hard-to-use tools
- **Missed decision-makers** because of outdated emails and phone numbers



“We used another provider, one of your [SalesIntel’s competitors... the on-demand wasn’t nearly as fast. That’s a big deal. And they were really expensive.”

– Tim Jones, SVP of Sales at Maven Machines



The Solution: SalesIntel Puts Horsepower Behind HubSpot

To overcome these challenges, Maven Machines implemented SalesIntel. The platform provided access to high-quality, accurate B2B contact data and seamless integration with HubSpot, enabling their team to streamline prospecting and email outreach efforts. On-demand research also filled in gaps for hard-to-find contacts, quickly and accurately.

- **95 %+ human-verified contacts** (emails, direct dials, titles) for true decision-makers
- **One-click HubSpot sync** that keeps sequences live without CSV exports
- **Research-on-Demand** locating niche fleet-tech buyers in hours, not days
- **Lower bounce rates and real-time intent signals**, turning accurate data into instant conversations



“We did a campaign through HubSpot where we refreshed the data through SalesIntel... One of the biggest potentials in our space opened the email and said, ‘Hey, our contract’s up... we want to start communication and bring you into the RFP process.’ That wouldn’t have happened if the email bounced.”

– Tim Jones, SVP of Sales at Maven Machines



The Outcome: From Slow Lane to Fast Wins

Since onboarding SalesIntel, Maven Machines has seen measurable improvements in outreach quality and conversion rates. The sales team is consistently able to reach the right contacts at the right time, boosting both team confidence and bottom-line results.

- **50% win rate** on open opportunities (up from 28 %)
- **Research time cut 85%**, from 20 minutes per contact to just 3 minutes
- **97% email deliverability** (14-point lift) and a **65% drop in bounces**
- **42% more live conversations** since SalesIntel has been onboarded



Conclusion:
Accuracy and
Speed Drive
Revenue

Sales success often comes down to arriving first with the right message. SalesIntel armed Maven Machines with data that is both fast and flawless, turning scouting hours into selling minutes and transforming a costly bottleneck into a 50 % win-rate growth engine.

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 today and get a
walkthrough tailored to your goals.

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