



Cut manual process by 40%,
boosted engagement by 7%:

How Rev.io Modernized Their
GTM Motion with SalesIntel



35%
Improvement in
CRM data quality



30%
reduction in
Admin work



“SalesIntel’s RevDriver has made a remarkable difference in our outreach strategy. With accurate, human-verified data and unlimited credits for enrichment, we’ve streamlined our CRM management and boosted our prospect engagement by 7%. All of which has supercharged our pipeline generation as we expand into new markets.”



Ardit Berdyna,
Rev.io

Overview:

Every growing team hits a point where copy-pasting data starts to feel like an Olympic sport.

For Rev.io, a leader in cloud-based billing and automation solutions for the telecom and connected tech space, growth wasn’t the problem. However, managing that growth efficiently was. As their go-to-market team scaled and new markets came into focus, so did an old, persistent headache: fragmented, unreliable prospect data.

With momentum on their side and a CRM bursting at the seams, they needed a way to clean up their process without slowing down their pace.



The Challenge:

You know the feeling when you open five tabs just to find one phone number? Rev.io did that daily.

Their GTM team was juggling too many tools, too many browser tabs, and too many spreadsheets to build a pipeline that should've been straightforward. The result? Incomplete data, wasted hours, and a CRM that was more mystery novel than sales system.

What they were up against:

Tedious research:

Manually pulling prospect data from multiple sources took up hours that should've gone into outreach.

Dirty CRM:

Without real-time enrichment, data went stale fast, cluttering the system and slowing decision-making.

Inconsistent pipeline flow:

With outdated or missing details, reps couldn't engage effectively, and the pipeline paid the price.

Rev.io needed a smarter, faster way to access reliable data, and they needed it integrated directly into their workflow.



The Solution:

SalesIntel entered the scene, not with fireworks, but with functionality that actually worked.

RevDriver magic:

The team could now pull up verified data without ever leaving their CRM. No more tab-hopping or copy-pasting.

Unlimited enrichment:

With free enrichment and unlimited credits, keeping the CRM clean became a built-in habit, not an extra chore.

Real-time accuracy:

Data was no longer just there. It was right, relevant, and ready to drive personalized outreach.

And the best part? The GTM team didn't need a manual or a learning curve. The tool just fit.



The Outcome:

The results were as clear as their now-pristine CRM:

CRM data quality improved by 35%. With real-time enrichment and fewer manual errors, the CRM became a trusted source. Not a guessing game.

Admin work reduced by 30%. The team saved time and frustration, freeing up bandwidth for higher-value activities.

Manual data processing time dropped by 40%. More calls, fewer clicks.

Engagement rates jumped by 7%. Clean data meant smarter outreach, and prospects were clearly responding.

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.

[Request a Demo](#)