



How Tactic Scales 2x More Qualified Leads with SalesIntel's Human-Verified Data



2x
more qualified
leads



25%
Lower Data
Costs



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SalesIntel is the affordable and more accurate version of ZoomInfo.



Chris Barcus,
CRO, Tactic

Overview:

Tactic is a fast-growing startup that builds AI-powered deal execution and revenue acceleration tools for B2B sales teams. Designed for lean go-to-market (GTM) teams, Tactic helps automate prospect prioritization, streamline outreach, and close more deals—faster. With ambitious goals and limited resources, Tactic needed a data partner that could match its speed and efficiency.



The Challenge:

Tactic's small but agile team faced the dual pressure of keeping data costs low while ensuring high lead quality. Legacy data tools were expensive and often returned outdated or incomplete contact information, making it difficult to scale prospecting efforts efficiently.

- **High Costs, Low Accuracy:** Legacy providers like ZoomInfo delivered inconsistent data at a steep price.
- **Lead Capture Bottlenecks:** Without a large SDR team, the company needed a faster way to onboard new leads.
- **Unverified Contacts Slowed Outreach:** Reps hesitated to launch sequences without verified emails or phone numbers.
- **Fragmented Prospecting Flow:** Switching between tools and platforms created unnecessary friction and delayed execution.



The Solution:

Tactic switched to SalesIntel to gain access to accurate, human-verified data—at a fraction of the cost. With seamless integrations and on-demand verification, the platform fit naturally into their fast-paced sales workflow.

- **Cost-Effective Data Coverage:** Comparable data breadth to ZoomInfo, but at nearly 50% less cost.
- **On-Demand Human Verification:** Reps could request quick validations for questionable or missing contacts, with responses in under two hours.
- **Integrated Workflow Tools:** RevDriver browser extension and CRM sync allowed instant list enrichment without leaving the workflow.
- **Automated Buyer Signals:** Intent data and VisitorIntel flagged in-market accounts in real time, focusing rep attention on high-propensity buyers.



The Outcome:

SalesIntel helped Tactic double their weekly lead capture and cut data-tool costs in half, without compromising on accuracy or speed.

- **50% reduction in data spend** after replacing ZoomInfo with SalesIntel.
- **2× increase in qualified leads captured per week**, accelerating pipeline growth.
- **30% fewer bounced emails** due to consistently verified contact information.
- **<2-hour turnaround time** on human-verification requests, removing delays from rep workflows.

“SalesIntel is the affordable and more accurate version of ZoomInfo. The human-verify option is the most valuable part of their tool. As a small startup, capturing leads quickly is critical, and SalesIntel delivers—great experience and great price.”

– Chris Barcus, CRO, Tactic



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sparked ideas, let's turn them into action.
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