



# Work Less, Win More: The Vernon Company's Path to **12% Revenue Growth** Every Quarter



**12%**  
increase  
in revenue



**7%**  
boost in  
marketing  
engagement



"SalesIntel helped us align our marketing and sales teams around a single source of truth. Their human-verified data and consultative approach simplified our outreach, improved campaign performance, and propelled our company toward sustainable, data-driven growth."

Lisa Hubbard,  
The Vernon Company

## Overview:

The Vernon Company knew that great marketing starts with great data. But without accurate insights, even the best strategies can fall flat. Their goal was simple to improve outreach effectiveness and drive more conversions by targeting high-quality prospects.

But there was one problem. Their sales and marketing teams were spending more time searching for leads than actually engaging them. Without a reliable data source, they risked wasting effort on outdated contacts and missed opportunities.

To scale their efforts efficiently, The Vernon Company needed a smarter approach. That is when they turned to SalesIntel.



**The Challenge:**  
Too Much  
Guesswork, Not  
Enough Growth

- **The Black Hole of Bad Data**
  - Imagine dialing a prospect, only to find out they left the company two years ago. Now multiply that by dozens of calls a day. That was the reality for The Vernon Company. Their outdated and inconsistent contact data made prospecting a frustrating guessing game.
- **The Wild Goose Chase for Good Leads**
  - Not all prospects are created equal. Some are ready to buy, some are just browsing, and some may never be a fit. But without real-time insights, The Vernon Company had no way of knowing who was actually interested. They wasted time chasing low-priority leads while missing out on high-intent buyers.
- **Sales Reps Playing Detective Instead of Selling**
  - Manually researching and verifying prospect details took up a huge chunk of time. Instead of making meaningful connections and closing deals, sales reps were stuck double-checking contact information. Every wasted hour on research meant lost opportunities.

The Vernon Company needed a way to cut through the noise, reach the right people faster, and spend less time on guesswork.



## The Solution: Smarter Data, Bigger Wins

- **No More Bad Data: Human-Verified Accuracy**
  - SalesIntel's human-verified B2B data replaced outdated contacts with accurate, up-to-date information. No more dead-end calls. No more wasted outreach. Just reliable data that sales reps could trust.
- **Finding the Right Buyers at the Right Time**
  - With access to real-time intent signals, The Vernon Company could now see which prospects were actively looking for solutions. Instead of casting a wide net and hoping for the best, they targeted in-market buyers who were already engaged.
- **Less Research, More Selling**
  - SalesIntel's platform eliminated hours of manual research by delivering accurate, high-quality contact data directly to The Vernon Company's sales and marketing teams. This meant reps spent more time building relationships and closing deals, not playing detective.
- **Sales and Marketing Finally on the Same Page**
  - When both teams work from the same accurate data, magic happens. Sales and marketing aligned their efforts, creating more targeted campaigns and strategic outreach. The result? More engagement, more conversions, and faster sales cycles.



## **The Results:** What Happened When Data Started Working for Them

By shifting to accurate, real-time data and refining their outreach, The Vernon Company saw measurable improvements across the board:

- **12% increase in revenue quarter over quarter**
  - Even with a leaner team, smarter prospecting drove significant growth.
- **7% increase in engagement across all marketing campaigns**
  - More precise targeting led to better response rates and stronger audience connections.
- **12 hours saved per rep, per week**
  - Sales teams spent less time on research and more time on revenue-generating activities.
- **Strengthened sales and marketing synergy**
  - With a unified data source, both teams worked together seamlessly to accelerate pipeline velocity.
- **A lasting partnership with SalesIntel**
  - Ongoing support ensured continued improvements in strategy and execution.



**Conclusion:**  
A Smarter Way  
to Grow

The Vernon Company transformed its marketing and sales strategy with one simple shift—better data. No more chasing ghosts, no more guesswork. With SalesIntel’s human-verified data and intent insights, they turned wasted effort into meaningful engagement and real results.

Now, instead of fishing in the dark, The Vernon Company knows exactly where to cast its net and it is reeling in results.

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](#)