Why Alleyoop Switched from ZoomInfo to SalesIntel:

16% Higher Connection Rate + 15% Higher Win Rate

16%
Higher
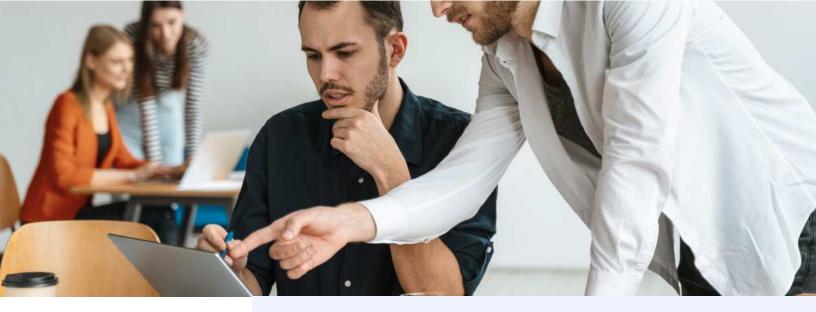Connection Rate

15%
Higher
Win Rate

> "A connection to us is someone who picked up the phone, had a conversation, and turned out to be exactly who the data said they were. With SalesIntel, we hit that mark again and again."

Gabriel Lullo,
CEO, Alleyoop

Overview:

Alleyoop is a top provider of Sales Development as a Service (SDaaS), supporting clients across tech and SaaS with lead generation, appointment setting, and SDR staffing. With over 16 years of experience and dozens of concurrent campaigns, Alleyoop runs at a scale that demands high-performance data and reliable execution.

To maintain their edge, Alleyoop needed a partner that could deliver clean, actionable data, fast. As CEO Gabe Lullo put it, the difference came down to connection rates, speed, and service.

The Challenge:

As a longtime ZoomInfo customer, Alleyoop began to notice a drop in connect rates and data consistency, issues that directly impacted meeting volume and campaign efficiency. The leadership team initiated a head-to-head test to uncover the best provider for their ICP.

Key challenges included:

- **Declining connect rates** – Fewer quality conversations slowed down the SDR engine.

- **Outdated or inaccurate data** – Poor match rates were eroding trust in the outbound process.

- **Slow data fulfillment** – Some providers took days to return lookup requests, stalling campaign execution.

- **Lack of partnership** – Alleyoop wanted more than a vendor. They needed a responsive, reliable collaborator.

The Solution:

Alleyoop ran a rigorous test, pulling 1,000 contacts from their ideal customer profile (ICP) across three providers: ZoomInfo, Cognism, and SalesIntel. The goal: determine which vendor delivered the highest connection rates and could scale with their SDR needs.

SalesIntel stood out across every category:

- **Top connection rate at 35%** – More than double ZoomInfo (16%) and 4x higher than Cognism (8%).

- **Faster speed to data** – SalesIntel returned fresh data in minutes, not days.

- **High match accuracy** – Contacts aligned with the intended title, role, and company more reliably than any competitor.

- **Responsive customer support** – From evaluation through onboarding, SalesIntel acted as a partner, not a platform.

- **Flexible, competitive pricing** – Superior results at a better value.

"In this test with the three big players, we saw SalesIntel operating over 35% connection rate. These were phenomenal results for us," Gabe shared.

The Outcome:

Since switching to SalesIntel, Alleyoop has seen dramatic improvements in performance, campaign speed, and SDR confidence.

With SalesIntel, Alleyoop achieved:

- **35% connection rate – Best-in-class performance compared to ZoomInfo (16%)** and **Cognism (8%).**

- **Win Rates Increased (15%)**

- **Improved call outcomes –** More quality conversations with the right prospects.

- **Faster execution –** Rapid access to enriched data helped SDRs launch and scale outreach faster.

- **Increased meeting volume –** Higher connection rates meant more meetings and greater ROI.

- **A trusted long-term partner –** SalesIntel's service and data quality earned Gabe's ongoing trust.

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>
> – Gabriel Lullo | CEO, Alleyoop

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