



# Arke's Story to a **20% Boost** in Pipeline Velocity **Saving** **10+ Hours** per Week



**25%**  
Increase in  
Campaign  
engagement



**20%**  
boost in  
pipeline  
velocity



“There’s no comparison.  
If I could give a 10+ for a  
satisfaction rating, I would!”



**Michael Stewart**  
Director of Partner Marketing/Alliances, Arke

## Overview:

Arke is a full-service design and technology consultancy composed of 100+ professionals specializing in Strategy, UX, Design, and Enterprise Development. With clients spanning industries such as Travel, Hospitality, Retail, Manufacturing, Bioscience, and Construction, Arke’s mission is to reshape how brands engage digitally by crafting human-centered, transformative customer experiences.



## The Challenge:

For eight years, Arke relied on ZoomInfo for data intelligence. But over time, the relationship became strained. Not because of the product's core offering, but due to the creeping weight of unexpected costs, limited flexibility, and a growing disconnect between their sales tech stack and the provider's capabilities.

As Arke geared up to transition to a new CRM platform, they encountered a critical bottleneck: they needed accurate, real-time contact and company data to flow into their system without manual uploads, CSVs, or overly complex "enterprise upgrades." Instead of support, they were met with constant upsell pitches and feature gatekeeping.

"Every time we turned around, it was all about upsell – and that upsell wasn't slight. It was big... A lot of our information and all of our contacts got stale because we didn't have (and couldn't afford) that [API] connectivity with ZoomInfo."

- Michael Stewart, Director of Partner Marketing/Alliances at Arke

### Key Challenges:

- **Expensive Upsells:** Contract renewals felt more like negotiation battles than partnerships.
- **Data Decay:** Without real-time enrichment, contact info quickly became outdated.
- **Disconnected Workflows:** Manual data imports were draining team productivity.
- **CRM Migration Stress:** Arke needed a partner that offered plug-and-play API access to support the switch.



## The Solution:

After evaluating multiple data providers, including re-evaluating ZoomInfo and Apollo, Arke discovered that SalesIntel not only checked the boxes, it redefined what they thought was possible with B2B data.

SalesIntel delivered a frictionless integration with their new HubSpot CRM, real-time API access without the nickel-and-dime pricing, and verified, accurate data that could be trusted to power campaigns and outreach efforts. What sealed the deal was SalesIntel's ability to enrich technographic data and layer on intent insights that aligned with Arke's partner strategy.

“The API has been a game changer for us from an enrichment perspective. And pulling technographics directly into Hubspot has been a huge benefit for Arke.”

“With the Bombora intent integration, it was way better than what we had at ZoomInfo – way better! Just being able to triangulate and piece that [intent] puzzle together has been a huge advantage.”

### SalesIntel enabled Arke to:

- **Sync Accurate Data Automatically:** Through API and CRM integration.
- **Access Technographics and Intent Data:** Without the need for custom configurations or extra fees.
- **Streamline ABM with Tech Partners:** Cross-referencing buying signals and shared accounts to drive co-marketing campaigns.



## The Outcome:

For Arke, SalesIntel wasn't just a data vendor; it became a revenue operations ally. With a clean flow of updated data feeding into HubSpot, the sales and marketing teams could focus on what they do best: building relationships, creating campaigns, and driving revenue, not copying and pasting.

What used to be a daily hassle of fragmented tools and stale lists has become a streamlined engine for revenue generation. SalesIntel also delivered where it mattered most: with proactive, high-touch support that treated Arke like a true partner, not just a customer ID.

### Key outcomes:

- **Revenue-Focused Execution:** More time for strategy, less time on administration tasks. Increased strategic planning time by 33%, leading to more than a 20% boost in pipeline velocity.
- **Stronger Campaign Results:** Thanks to technographic + intent-based targeting. Campaign engagement rates increased by 25%, with a 9% improvement in lead-to-deal conversion.
- **Time Saved:** No more manual data tasks. Just live, enriched records in HubSpot. Saved 10+ hours per week on data entry and maintenance.
- **Exceptional Customer Support:** Fast, knowledgeable, and always available. 99% of issues are resolved within 24 hours.

“I believe that the integrations and the data stream coming from SalesIntel take loads of work off my plate. Now I can focus on things that help move the revenue needle.”

— Michael Stewart, Director of Partner Marketing/Alliances at Arke

“There's no comparison. The support from SalesIntel has been a giant benefit for Arke... If I could give a 10+ for a satisfaction rating, I would! I always feel like they have my back.”



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sparked ideas, let's turn them into action.  
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