



How TALON Boosted **Outreach Efficiency by 28%** After Switching from ZoomInfo



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higher
connect rate



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Dawn Aston,
SVP of Payer Sales, TALON

Overview:

TALON is a healthcare price transparency platform designed to help employers, payers, benefit brokers, and advisors comply with federal mandates while empowering consumers to make smarter, cost-effective care decisions. Their platform simplifies compliance with the Transparency in Coverage Rule and the No Surprises Act while delivering actionable pricing data and rewards programs.



The Challenge:

Before partnering with SalesIntel, TALON relied on ZoomInfo but consistently struggled to gather the accurate, comprehensive data needed for targeted outreach and account penetration. These limitations slowed sales cycles, reduced campaign effectiveness, and made identifying ideal accounts more challenging.

Key challenges included:

- Incomplete contact information, making outreach inefficient.
- Limited number of contacts per organization, hindering multi-threaded engagement.
- Weak technographic coverage, making it difficult to identify and prioritize the right accounts.



The Solution:

To overcome these roadblocks, TALON switched to SalesIntel to power a more precise and effective go-to-market strategy. The transition provided TALON with high-quality, human-verified contact and company data, robust technographic insights, and the ability to engage with more stakeholders per account, all within a single platform.

SalesIntel delivered:

- **Human-verified contact data with 95% accuracy**, updated every 90 days.
- **Advanced technographic search capabilities** to pinpoint accounts based on technology usage.
- **More contacts per organization**, enabling deeper account penetration and multi-threaded outreach.

“The quality is high, the contact information is complete, and the technographic search is better. With ZoomInfo, we couldn’t always find the people we needed — SalesIntel changed that.”

– Dawn Aston, SVP of Payer Sales, TALON



The Outcome:

With SalesIntel, TALON experienced significant improvements in workflow efficiency, account coverage, and campaign performance. Accurate, complete data enabled the team to target the right accounts faster and connect with the right decision-makers earlier in the sales cycle.

Key results achieved:

- **25% higher connect rate** in early outreach efforts due to more complete data.
- **28% increase in workflow efficiency** by reducing time spent searching for missing contact data.
- **40% more contacts per target account** compared to ZoomInfo.
- **35% improvement in technographic coverage**, enabling better ICP targeting.

“By moving from ZoomInfo to SalesIntel, we’ve significantly improved the accuracy, completeness, and depth of our market data - unlocking faster workflows, better targeting, and more effective multi-threaded engagement.”

– Dawn Aston, SVP of Payer Sales, TALON



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