



# Unicorn Logistics Solutions Increased Revenue by 11% After Switching from ZoomInfo



**11%**  
increase in  
revenue



**14%**  
boost in  
conversion rates



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Kevin Klienman, Director of Sales,  
Unicorn Logistics Solutions

## Overview:

Unicorn Logistics Solutions is a growing transportation and logistics provider serving mid-market and enterprise clients across North America. Based in Dallas, they specialize in freight brokerage, managed transportation, and cross-border logistics, delivering operational simplicity to a complex industry. Despite having strong product-market fit, the company was struggling to meet revenue targets due to fundamental issues with their sales data infrastructure.



## The Challenge:

Unicorn Logistics was falling short of revenue targets despite having a solid product offering and established market presence. The core problem stemmed from their existing data provider, ZoomInfo, which was creating significant bottlenecks in their sales process and preventing the team from executing effectively.

- Poor mobile number accuracy disrupted sales workflows and wasted valuable rep time on invalid contacts
- Inconsistent contact data led to outreach inefficiencies and reduced team productivity
- Unresponsive customer support left critical issues unresolved for weeks at a time
- Declining connect rates made it difficult for reps to create meaningful pipeline
- Sales team struggled to convert opportunities due to unreliable data foundation
- Overall revenue performance suffered as a direct result of data quality issues





## The Solution:

Unicorn Logistics made the strategic decision to switch to SalesIntel to completely overhaul their outbound sales engine. The new platform provided 95% accurate, human-verified mobile numbers and contact data, immediately improving the quality of sales interactions and reducing time wasted on invalid outreach.

- **High-Quality Data Implementation:** Deployed SalesIntel's 95% accurate, human-verified mobile numbers and contact data
- **AI-Powered Targeting:** Activated SalesIntel's AI Agents to surface in-market accounts using real-time intent signals
- **Workflow Optimization:** Eliminated manual data validation processes that were consuming rep time
- **Strategic Prioritization:** Enabled team to focus on buyers showing actual purchase intent rather than cold outreach
- **Support Infrastructure:** Gained access to responsive customer support for rapid issue resolution
- **Data Reliability:** Established consistent, accurate contact information across all sales activities



## The Outcome:

The transition to SalesIntel delivered immediate and measurable improvements across all key sales metrics. Unicorn Logistics saw significant gains in efficiency, connection rates, conversion rates, and ultimately revenue performance, demonstrating the direct impact of reliable sales data on business outcomes.

- **11% increase in revenue attributed** to improved targeting and faster pipeline creation
- **14% boost in conversion rates** from first meeting to qualified opportunity stage
- **25% increase in workflow efficiency as** reps spent less time validating data and more time selling
- **18% lift in call connection rates** driven by accurate mobile numbers and contact information
- **Eliminated data validation bottlenecks** that were previously consuming significant rep time
- **Improved team morale** through access to reliable tools and responsive support

"With ZoomInfo, our team was stuck in a cycle of bad data and slow support. SalesIntel flipped that. The data is accurate, the signals are timely, and the support actually shows up. We finally have a system that fuels revenue, not slows it down."

Kevin Klienman, Director of Sales, Unicorn Logistics Solutions



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