



# Wilmington Paper Boosts Pipeline by 68%



**68%**  
increase in  
net-new pipeline



**42%**  
improvement in  
connection rates



“

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David Tratner,  
Director of Marketing, Digital Media  
& Public Relations, Wilmington Paper

## Overview:

Wilmington Paper is a leader in customized recycling management solutions, helping businesses maximize the value of their waste streams while reducing environmental impact. Their marketing team plays a crucial role in generating awareness, creating demand, and enabling sales to have more meaningful conversations with the right decision-makers.



## The Challenge:

Before SalesIntel, Wilmington Paper did not have a dependable platform for lead generation or to identify key decision-makers at prospective companies. Business Development efforts relied heavily on static lists, local prospecting, referrals, and industry event networking—limiting campaign reach and precision.

### Key Challenges:

- **Difficulty identifying the right companies and contacts** to target in campaigns
- **Inaccurate or incomplete contact data** before launching outreach
- **Limited alignment** between marketing and sales teams
- **Delays in moving quickly on market opportunities** due to lengthy research
- **Wasted marketing budget** on unqualified audiences





## The Solution:

Wilmington Paper implemented SalesIntel as the foundation of their marketing and sales alignment strategy.

### Key Solution Components:

- **High-Accuracy Audience Targeting** – 95% human-verified contact data with direct dials and verified emails
- **List Building at Scale** – AI-assisted search and advanced filters to build campaign-ready lists quickly
- **Faster Campaign Execution** – Removing manual research bottlenecks to speed up launches
- **Seamless Sales Handoff** – Providing enriched, pre-qualified contacts to sales for immediate, relevant follow-up



## The Outcome:

Within the first several months of using SalesIntel, Wilmington Paper's marketing team saw measurable improvements across pipeline and execution.

### Results:

- **68% increase in net-new pipeline** from marketing-sourced campaigns
- **42% improvement in connection rates** for leads passed to sales
- **7x ROI based on opportunities** influenced by SalesIntel data
- **30% faster campaign launch** times by eliminating manual research

"SalesIntel has allowed marketing to be proactive instead of reactive. We can quickly build targeted campaigns, pass accurate leads to sales, and track the impact all the way to pipeline. That's changed the way we approach demand generation."

– David Tratner, Director of Marketing, Digital Media & Public Relations, Wilmington Paper



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