



# The Seattle Mariners Switched to SalesIntel and Found the Data Quality Their Market Demands

## 7 Figure Pipeline

Exceeded Annual Goal in Q2

### 4,000+

New Contacts Added (from zero)

### 5 of 7

Reps Hit Individual Yearly Targets in Q2



*Before SalesIntel, we were making targeting decisions based on gut feel and stale contact records. Now our reps start every Monday with a clear, prioritized list of who to call and why, and we actually trust the data we're looking at. In a market this concentrated, that trust is everything."*

Marc Mahoney, Director, Suite & Group Sales, Seattle Mariners

RepIntel's signal-based account prioritization cited as key driver after switch from previous provider.

## WHY THEY SWITCHED TO SALESINTEL

The Mariners had been relying on another provider but found the data quality simply didn't hold up in a concentrated market like the Pacific Northwest. In a territory where there is no "next contact on the list," stale records and unverified data meant missed connections, failed outreach, and renewal windows that quietly closed. The team needed a provider whose accuracy matched the precision their market demands.

*SalesIntel's research-verified contact data and intent-driven account prioritization gave the Mariners something their previous provider couldn't: confidence that the contact they were calling was real, current, and worth the effort.*

## OVERVIEW

Selling season tickets for an MLB team is nothing like selling into an enterprise with thousands of potential buyers. The Seattle Mariners operate in a defined geographic market across the Pacific Northwest. There is no blasting a broad list and seeing what sticks. Every company and contact in their territory matters, and when the data on an account is wrong, there is no other version to call instead.

The Mariners' sales operation depends on relationships with local businesses for season ticket packages, group sales, and premium hospitality. In a small market, misallocated rep time isn't just inefficient. It directly costs deals.

**INDUSTRY**  
Professional Sports / Entertainment

**PRODUCT: SalesIntel Platform**  
RepIntel for account prioritization

## THE CHALLENGE

The Mariners' reps were working hard without the signals to direct their effort.

- **Account prioritization relied on gut feel.** Reps couldn't see which accounts to renew, which were going cold, or which new logos to chase first.
- **Contact data was unreliable in a market that can't absorb errors.** When a decision-maker changed roles or left, records didn't update, and in the Pacific Northwest, that can mean losing the only path into an account.
- **Renewals were at risk because reps reached out too late.** Without visibility into lapsing accounts, reps were reactive and often missed the window.
- **Net new prospecting lacked signal.** Territory lists were worked alphabetically or by size, not by intent or likelihood to buy.
- **No single view connected account health to rep action.** Status, contacts, and activity lived in separate systems with no unified prioritization.

## THE SOLUTION

ReplIntel changed how the Mariners allocate time across their territory. Three shifts drove the results.

- ✔ **Signal-based prioritization replaced gut feel.**  
ReplIntel ranks each rep's accounts by buying signals, intent, and health. Reps start every day knowing which accounts to call and why, renewal risks surface early, high-signal new logos rise above cold prospects.
- ✔ **Intent data became a weekly cornerstone.**  
The team tracks employee engagement, employee incentives, and convention/conference interest, with reports sent every Monday. Geographic filtering targets accounts within 50 miles of Seattle, excluding remote workers.
- ✔ **Verified data gave reps confidence in a small-market territory.**  
ReplIntel's prioritization runs on research-verified Pacific Northwest data, not scraped records. Reps trust what they see, with more connected calls and fewer wasted cycles.
- ✔ **Proactive renewal management replaced reactive saves.**  
Reps now catch renewal risk early, reaching decision-makers before contracts lapse, a shift that shows up directly in renewal rates.

## KEY DIFFERENTIATOR

In a small market, data accuracy is non-negotiable. Competitors who aggregate at scale have thin, unreliable coverage in concentrated geographies. SalesIntel's research-verified approach means Mariners reps can trust the data even when the reachable buyer list is short.



## REAL-WORLD IMPACT: SURVIVING A TECH INDUSTRY LAYOFF

When a well-known tech company announced major layoffs, the Mariners faced a scenario common in relationship-based sales: the person who held the partnership together was gone. His role still existed, but without a verified replacement contact, the account went dark.

Instead of giving up, the Mariners waited a month for the organization to stabilize, then searched again through SalesIntel. A new contact with the same title surfaced. The rep reached out, made the connection, and preserved the relationship and the revenue it represented.



*When a major tech company had layoffs, we could have lost that account entirely. Instead, we waited one month, ran the search again through SalesIntel, and found the person who stepped into the same role. That's a relationship, and a deal, that would have just disappeared without verified, up-to-date data."*

Marc Mahoney, Director, Suite & Group Sales,  
Seattle Mariners

## RESULTS

Metric	Result
Annual Sales Goal Achievement	7-figure annual goal exceeded in Q2 (Oct–Sept cycle); potential to finish <b>7 figures over</b> original goal
Individual Rep Targets	<b>5 of 7 reps</b> hit individual yearly targets in Q2
Contact Database Expansion (Non-Baseball Events)	<b>4,000 new contacts</b> added (from zero)

THE  
NEXT  
STEP

Ready to see how signal-based account prioritization can change how your team sells?

[Request a Demo](#)