

# How Apptimize increased sales opportunities 300% with Clearbit Prospector



" We tripled our sales qualified opportunities after implementing Clearbit Prospector in Salesforce "



Jeffrey Ronaldi  
**Sales Operations Manager**

" My sales reps are happier than ever "



Ian Brandon  
**Head of Sales**





Apptimize, a software company based in Mountain View, California, offers mobile application optimization through A/B testing, real-time changes, and controlled feature launches. Their services are used by companies such as Glassdoor, The Wall Street Journal, and Vevo.

Industry: **Mobile optimization & testing**

Use Case: **Increase sales opportunities**

Results: **Reduced bounce rate 25% to <5%** | **Increased opportunities by 3X / \$750k**

## The Challenge

Apptimize's business was booming. With companies focusing more on their customer's mobile experience, sales of Apptimize's mobile optimization product were growing rapidly. As they scaled up their sales organization to pursue new verticals and more enterprise clients, they decided to pursue a data-driven outbound operation rather than the more traditional BDR cold-calling. However, when they started prospecting and compiling lists of new potential leads, the sales team quickly became frustrated by disorganized and incorrect data. The information from their prospecting tool(s) was causing high bounce rates and often already existed within their CRM. They would manually load the new leads into Salesforce, begin sending outreach, then receive a flow of error messages when the emails failed to reach the intended recipients. They also found that they were importing a lot of duplicate records that already existed in Salesforce. There was so much potential for their outbound team, but their data was holding them back.

"We were trying to prospect accounts en masse, find a lot of contacts very quickly, and needed that data be accurate," said Jeffrey Ronaldi, Manager of Sales Operations and lead prospector. "We were having massive problems with very high bounce rates using different prospecting tools, which led to a lot of wasted time and money."

Dirty data was piling up, forcing the sales team to waste time cleaning and verifying each lead just to make it useable. "We were spending around \$6,000 - \$7,000 per month cleaning an ever increasing amount of dirty data", said Ronaldi. This was not even including lost revenue from potential opportunities missed during data cleanup. Apptimize needed a new prospecting tool, one that would provide reliable, up-to-date contact information while avoiding duplicate entries.

# The Evaluation

Ronaldi and the team at Apptimize did their research in looking for a new prospecting tool, testing out more than 30 tools. They evaluated based on which tool could provide the quantity of contacts desired, the level of data accuracy and deliverability needed, and a seamless integration with the team's existing Salesforce setup. It also had to make financial sense. "We tried pretty much everything we could get our hands on. Nothing had the data accuracy or the amount of data that we were looking for," said Ronaldi. Some tools produced accurate data but only had information for 5% of the accounts that the team wanted to pursue; some would produce hundreds of emails from the desired company, but accuracy was questionable and bounce rates were through the roof. Enter Clearbit Prospector.

## Why Clearbit

Ronaldi had heard a lot of positive feedback about Clearbit from the team and he decided to try it out for himself. "I used all the free credits in about a day," said Ronaldi. "The bounce rate was under 5%, which was way better than what we had been using." The team liked the tool's direct integration into Salesforce which allowed it to automatically add new lead records and de-dupe against existing records – without an external data loader or importer. "It was a no-brainer for us," said Ronaldi, "the ease of setup, ease of use, contact quantity, and data quality was everything we needed."

## The Result

The sales team began using Clearbit Salesforce Prospector in late November 2016. In January 2017, Apptimize had their best month ever in created opportunities. 90% of these opportunities came from Clearbit and bounce rates remained below 5%. In January alone, Apptimize created over 180% more opportunities than the previous average, adding \$750,000 worth of potential revenue.

"We tripled our created opportunities after implementing Clearbit," said Ronaldi. "My sales reps are happier than ever." Ian Brandon, head of sales at Apptimize, heartily agreed. "Instead of spending our time wading through incorrect contact information, we actually get to focus on talking to qualified leads. The energy and the enthusiasm is back on the sales floor and we're already seeing major results."