

# YOUR PERSONALIZED ROI REPORT - MARKETING

*Thank you for requesting a personalized summary of your estimated return on investment from DiscoverOrg.*

**DiscoverOrg customers realize upwards of 60x ROI** leveraging our account-based marketing and sales intelligence platform. We're constantly adding new contacts, removing old ones, and updating records with the latest actionable intelligence to fuel pipeline creation and revenue growth for our customers.

## YOUR ESTIMATED RETURN ON INVESTMENT FROM DISCOVERORG

Return on Investment	Additional Revenue Generated	Bad Data Opportunity Cost Avoided	Add'l Qualified Leads Generated
21X	\$400k	\$330k	1,600

## YOUR ROI CALCULATOR INPUTS

Input	You Entered
Average Deal Size	\$25,000
Annual Qualified Leads Goal	8,000
Number of Contacts in Marketing Database	250,000
Qualified Lead-to-Meeting Rate	20%
Meeting-to-Opportunity Rate	25%
Opportunity Win Rate	20%

# WHAT DRIVES VALUE FOR DISCOVERORG CUSTOMERS?

## **LESS TIME HUNTING AND MORE TIME FOR INFORMED ENGAGEMENTS WITH PROSPECTS**

With DiscoverOrg's direct dials, verified emails, and actionable insights, it's common for sales teams to regain 7 or 8 hours of prospecting time each week. Accurate direct dials can result in 3 or 4 times as many connections. While some organizations double the number of appointments set by SDRs, nearly all of our customers can expect to see at least one additional appointment set weekly by each SDR.

## **LEAD GENERATION IN A HAYSTACK WITH MORE NEEDLES AND LESS HAY**

Marketers use DiscoverOrg's Research-Verified data, refreshed every 90 days, to update and enrich CRM records, target highly segmented audiences, and craft personalized messages. DiscoverOrg primarily profiles decision-makers so you have fewer irrelevant and unqualified respondents to sift through. Marketing teams that use DiscoverOrg commonly see an uptick of 20% or more in qualified leads generated. This increase in effectiveness is generated from using DiscoverOrg's Research-Verified Data, which is refreshed every 90 days, to update and enrich CRM records, target highly segmented audiences, and craft personalized messages. In addition, DiscoverOrg prioritizes profiling decision-makers so that there are fewer irrelevant and unqualified respondents to sift through.

## **AVOIDING THE OPPORTUNITY COST OF BAD DATA**

Bad contact data can be a single failure point in an otherwise successful campaign. How much time and money are wasted when personalized emails are crafted and sent to bad email addresses or SDRs call bad phone numbers over and over again? Various sources estimate the cost of sales and marketing time wasted on a single bad record is \$11. For databases with hundreds of thousands of contacts, and data decay rates of 30-70% a year, the opportunity cost of bad data can add up quickly. DiscoverOrg's data, verified every 90 days, maximizes sales and marketing efforts to give teams the best opportunity to consistently connect with their prospects and get the most out of their resources.

## **OPERATIONALIZING ACCOUNT-BASED MARKETING & SALES DEVELOPMENT AT SCALE**

After identifying your target accounts, what next? Which accounts do you engage first? Who do you contact and where do you get their information? Where do you get insights to personalize your communications? And how do you do it all at scale? DiscoverOrg's account-based intelligence platform fuels ABM and ABSD initiatives by providing the data, insights, and tools needed to identify target accounts, find numerous points of contact within those accounts, and engage in targeted and personalized communications. Our practical predictive engine helps prioritize outreach to the companies and contacts most likely to buy now, while alert subscriptions help teams monitor and continuously reprioritize as critical changes occur or new insights become available.

# REDEFINING SALES, MARKETING, AND RECRUITING INTELLIGENCE

There are a lot of companies selling questionable B2B account and contact data out there. But there's only one that has built a data-filled growth engine for sales, marketing, and recruiting professionals.

For more than a decade, DiscoverOrg has connected growthbound companies directly to their ideal prospects, creating a fast track to decision makers by profiling contacts, direct-dial phone numbers, verified email addresses, and department level org charts at companies around the globe. We help you predict who is most likely to buy, save countless hours of grind, and reveal the context necessary to nail the pitch every time.

Visit us at [discoverorg.com](https://discoverorg.com) to learn more or schedule a free demo today.