Your Personalized ROI Report - Sales

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. Direct-dial phone numbers, verified emails, org charts, technology insights, and actionable opportunities sourced by our in-house research analysts boost outbound lead generation and prospecting results. At DiscoverOrg, 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	Additional Appointments Set	Hours Regained for Prospecting
986X	$39.60M	$348k	550	4,125

Your ROI Calculator Inputs

Input	You Entered
Average Deal Size	$1,200,000
Number of Appointment-setting Sales Reps	11
Meeting-to-Opportunity Rate	20%
Opportunity Win Rate	30%

What Drives Value for DiscoverOrg Customers?

Less time hunting and more time for informed engagement with prospects
DiscoverOrg puts direct dial phone numbers, verified email addresses and actionable insights such as upcoming projects, personnel changes, and technologies at the fingertips of sales and marketing teams. Teams spend less time hunting for data and cleaning up CRM records and more time engaging meaningfully with prospects. 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
Blasting emails to outdated CRM contacts and purchased lists can feel like looking for needles in a moldy haystack. Marketers use DiscoverOrg's human-verified data, refreshed every 60 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.

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 a 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 60 days maximizes sales and marketing efforts giving teams clear insights on their results.

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 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 when critical changes occur or new insights become available.

DiscoverOrg

Redefining Marketing and Sales Intelligence

DiscoverOrg is the leading sales and marketing intelligence tool. Top sales, marketing, and recruiting teams use it to target decision-makers, across departments at Fortune-ranked, Mid-Market, and startup and SMB companies in North America, Europe, and beyond.

DiscoverOrg's dynamic database is growing and constantly refreshed, profiling over 90,000 companies and 1.5+ million contacts - with verified email addresses, direct-dial phone numbers, org charts, predictive buying triggers, tech stacks, and more.

Visit us at discoverorg.com to learn more or schedule a free demo today.