



## Syncro Launches More Outbound Campaigns Than the Prior Two Years With Self-Service Audience Building on ZoomInfo

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*The IT management software company went from an inbound-only motion to 35 self-serve campaigns within a couple of months, according to the company.*

VANCOUVER, Wash.--(BUSINESS WIRE)--Jul. 10, 2026-- ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, has reported that Syncro, an IT management software company serving managed service providers, generated around \$400,000 in pipeline and around \$150,000 in revenue within a couple of months of building a new outbound motion on ZoomInfo data.

Before the change, Syncro's go-to-market motion was entirely inbound, with paid search as the primary growth lever. Marketing could not build a target audience on its own. Every list required a request to the operations team and a CSV file passed between functions. The harder problem was the market itself. Syncro sells primarily to managed service providers, and MSPs rarely describe themselves with that label, so the company had no reliable way to identify its buyers at scale.

Syncro rebuilt the motion on ZoomInfo data with self-serve audience building. The team describes a target audience in natural language, and the tooling analyzes each company's website for phrases such as IT service provider to classify it as an MSP. Three plays anchor the engine: identifying MSPs at scale, re-engaging closed-lost accounts with outreach personalized from past sales-call transcripts, and identifying the companies visiting high-value pages such as pricing, then routing them into outbound sequences automatically.

The results, as reported by Syncro: 35 campaigns launched within a couple of months, more than the company had launched in the previous two years combined, generating around \$400,000 in pipeline and around \$150,000 in revenue. The website visitor identification play has produced more than \$100,000 in ARR on its own, and the closed-lost reengagement play has contributed another \$100,000. A campaign now takes roughly an hour to build end to end.

Because builds are that fast, the team tests several angles on the same play in quick succession, across personas, verticals, and lookalike analyses against the existing customer base. The company's BDR team, which did not exist before the outbound push, now works deals sourced through the new sequences.

Syncro says its goal is a fully autonomous go-to-market engine, with 100-plus always-on campaigns pulling in fresh data and triggering plays on real-time signals.

### About ZoomInfo

ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, enables sales, marketing, and customer success teams to execute their go-to-market strategy with confidence. Powered by the industry's most comprehensive B2B data, including more than 100 million companies, 500 million contacts, and billions of signals, ZoomInfo delivers the intelligence, automation, and integrations that modern revenue teams need to identify, engage, and convert their best buyers.

Learn more at [zoominfo.com](https://zoominfo.com).

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