



Snappy Roughly Doubled Its Book Rate for Qualified Opportunities by Selling on Buying Signals with ZoomInfo

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The corporate gifting platform moved from scattered data and guesswork to signal-timed prospecting, roughly doubling how often early conversations become qualified opportunities and turning a single signal into a multi-year Fortune 500 deal.

VANCOUVER, Wash.--(BUSINESS WIRE)--Jul. 10, 2026-- ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, has reported that Snappy, a global corporate gifting platform, roughly doubled the book rate for its qualified opportunities, from closer to 30% to closer to 60%, after rebuilding its prospecting around real-time buying signals, according to the company.

Snappy never struggled to find the right companies. The problem was knowing the right person inside each one, and the right moment to reach them. Because its platform sells into HR, sales, customer success, and marketing teams across industries, prioritizing accounts was, in the company's words, a lot of guessing. Data lived across several disconnected tools, there was no reliable way to tell which accounts had moved into an active buying phase, and reps spent their time researching instead of selling.

The change, the company says, was learning to sell on the signal rather than the list. Instead of working static lead lists, Snappy set out to book the right meetings: reaching an account while it was actively researching a relevant problem, engaging the stakeholder who had moved into a buying mindset, and leading with a message tuned to that moment.

ZoomInfo became the first platform Snappy's reps open. The team now has its target account lists in ZoomInfo and can see, in real time, which of those accounts are researching topics such as recognition and rewards, branding, and employee engagement. Reps turn that intelligence into personalized, multi-channel outreach instead of stitching context together from separate tools, and the guesswork about which accounts are in-market is gone.

The payoff is clearest in a single deal. One of Snappy's top business development reps saw that a target account in financial services was researching branding and employee engagement, deepened her understanding of what the account was working through, and reached out with a message built around it. She secured a meeting within the same week, then engaged multiple stakeholders to thread the opportunity across the organization. It became a signed multi-year agreement with a Fortune 500 company. Without the signal, the company says, it might have missed the opportunity entirely.

What began with the new-business team did not stay there. As Snappy scaled, it extended the same approach to its post-sale teams, where account managers and customer success now build account plans, monitor buying signals from existing customers, and surface expansion opportunities inside their current book of business. Snappy describes the shift plainly: the intelligence has gone from a prospecting tool to a daily operating habit across its entire go-to-market organization.

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.

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