



How Apricorn Cut Sales Email Outreach from Two Hours to 20 Minutes with ZoomInfo

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Apricorn replaced hours of manual prospecting with AI-assisted outreach, cutting one seller's email motion from about two hours to roughly 20 minutes and saving that rep about five hours a week.

VANCOUVER, Wash.--(BUSINESS WIRE)--Aug. 3, 2026-- ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, has reported that Apricorn, a manufacturer of hardware-encrypted external data storage, cut one seller's email outreach from about two hours to roughly 20 minutes using AI-assisted sales prospecting, saving that rep about five hours a week, according to the company.

Apricorn, headquartered in Poway, California, has built hardware-based 256-bit encrypted storage since 1983 for organizations that need high-level protection for data at rest. Email is a cornerstone of its sales motion. For one business development manager, that meant spending hours on the work behind every send, first pinpointing the right prospects, then writing a message strong enough to earn a reply. The work was tedious, time-consuming, and, in the company's words, absolutely essential.

The real problem was where those hours came from. Every hour spent building a list and drafting copy was an hour not spent talking to a qualified prospect or an existing customer. For a sales team, time is the scarce resource, and the manual motion was spending too much of it. The rep was busy, but not necessarily reaching more of the right people.

The change came from aiming the effort before automating it. AI-assisted prospecting surfaces good-fit accounts and flags high-value deal signals, so the rep starts with the accounts most likely to buy. Inside each account, it maps the buying committee, the decision-makers and influencers who actually move a deal, so outreach reaches the whole group instead of a single contact. AI then drafts a personalized email for each person from real account and contact data. The rep opens an account, pulls about 20 of its top contacts, and sends a tailored message to each in roughly 20 minutes, work that used to take two hours.

The results, according to the company, show up in both time and quality. The rep cut a typical outreach motion from about two hours to roughly 20 minutes, saving about five hours a week. On cold outreach, response rates rose an immediate 10%. Apricorn frames the gain as doing better, not just doing more. The same rep sends more email and gets more replies and more opportunities, because the messages reach more of the right people and read as if a person wrote them.

For Apricorn, the shift turned prospecting from a daily drain into a fast, repeatable motion, and handed a busy seller back the hours that matter most, the ones spent in conversation with buyers.

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.

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