DemandCapture Books Nearly 1,000 Meetings a Month with ZoomInfo

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The New York demand-generation firm replaced guesswork about timing with real-time buying signals, engaging technology buyers the moment they enter the market.

VANCOUVER, Wash.--(BUSINESS WIRE)--Aug. 3, 2026-- ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, has reported that DemandCapture, a demand-generation firm serving Mid-Market and Enterprise technology sales teams, was on track to set nearly 1,000 meetings per month with an organization-wide cancel rate of less than 5%, according to the company.

DemandCapture does not run traditional appointment setting. It engages prospects who are already problem-aware and evaluating solutions, and it lives or dies on timing. The company had built a strong foundation, with multiple data sources and its own intent algorithm to read buying signals. What it lacked was the ability to act on those signals in real time.

Reading a signal is not the same as acting on one. A prospect who is sales-ready on Tuesday is often gone by Friday. Analyzing intent after the buying window closed left DemandCapture a step behind the buyer, and a step behind the competitor who reached that buyer first. The missing piece was not more data. It was speed.

DemandCapture closed that gap with ZoomInfo's real-time data and demand-generation tools, and it credits three levers. First, target audiences built on firmographic filters, so its lists match real buyers instead of a rough approximation. Second, real-time buying signals that surface the accounts researching relevant topics right now. Third, automation that triggers outreach the instant a prospect's signals break the threshold its algorithm has set. Form capture then pulls in details from warm leads who start a form but do not finish. Intent becomes action in seconds, not days.

The results show up in volume, quality, and speed. DemandCapture was on track to set nearly 1,000 meetings per month, according to the company, at an organization-wide cancel rate of less than 5%. It holds a consistent 90-second SLA, engaging a prospect within a minute and a half of a qualifying signal. The company also reports exponential revenue growth month over month as the motion has scaled.

Timing remains the whole point. DemandCapture cites Forrester research finding that the first vendor to engage a prospect and guide the evaluation wins 74% of the time. By acting on real-time intent within seconds, the firm has turned that first-mover advantage from a goal into a daily operating standard, and keeps sprinting ahead of its competitors.

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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