



Drips Replaced an Outsourced Sales Agency and Grew Platform Adoption 700% with ZoomInfo

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The AI-powered conversational outreach company brought lead generation back in-house and rebuilt it on AI-assisted prospecting.

VANCOUVER, Wash.--(BUSINESS WIRE)--Aug. 3, 2026-- ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, has reported that Drips, an AI-powered conversational outreach company, grew its sales team's use of ZoomInfo's platform by 700% after replacing an outsourced sales agency with in-house, AI-assisted prospecting, according to the company.

Drips built the "Conversations as a Service" category, running two-way conversations for enterprise brands through text, scheduled calls, and voicemail across healthcare, financial services, insurance, and education. To fill its own pipeline, the company had leaned on an outsourced sales agency for lead generation.

The problem was what that activity actually produced. The agency booked meetings, but those meetings rarely converted into real opportunities, so the motion looked busy without moving pipeline. The arrangement was also expensive relative to its return. For a company selling a sophisticated engagement product into large, complex accounts, meetings with the wrong buyer are not a small inefficiency. They are wasted cycles a growing team cannot spare.

So Drips brought prospecting back under its own roof and rebuilt it on AI-assisted prospecting. Rather than hand lead generation to an outside team, the company gave its own reps an AI assistant that recommends which companies and contacts to pursue, surfaces real-time buying signals such as funding rounds, leadership changes, mergers, and new partnerships, and drafts first-touch outreach tailored to each prospect's specific problems. The company credits the combination of accurate contact data, so fewer messages reach the wrong person, signals that flag the right moment to reach out, and AI drafting that replaces the blank page with a working starting point.

The result, according to the company, is a 700% increase in how much its sales team uses ZoomInfo's platform. That jump reflects reps choosing the in-house, AI-assisted motion over the old outsourced one, a clear sign the new approach fits the way the team works. The outsourced agency that once booked meetings that did not convert has given way to reps who own targeted prospecting from the first touch.

Drips continues to look for ways to make its revenue engine more efficient, with AI-assisted prospecting at the center of how its sellers find and reach buyers. The shift is less a one-time project than a standing effort to give reps a faster, smarter starting point on every account.

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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