# MarketSpark Grew Its Sales Pipeline 5X with ZoomInfo

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*MarketSpark used a licensed B2B data feed from ZoomInfo to map which enterprises still ran life-safety systems on dying copper phone lines, and grew its sales pipeline about 5X.*

VANCOUVER, Wash.--(BUSINESS WIRE)--Aug. 4, 2026-- ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, has reported that MarketSpark, a provider of analog replacement solutions for large enterprises, grew its sales pipeline about 5X using ZoomInfo data, according to the company.

MarketSpark replaces the legacy copper telephone lines, known as POTS, that still run inside many commercial buildings, swapping them for managed, wireless, 5G-ready connections. Its buyers are Fortune 500 enterprises with more than a hundred physical sites, and the hard part is finding them. Roughly 6 million US buildings still depend on copper lines, and about 30 million of those lines are set to be retired over the next five years.

Many of those lines are not carrying ordinary calls. They run life-safety systems: elevator phones, fire panels, burglar alarms. A dead line can mean an elevator phone that no longer calls for help. To reach the most exposed enterprises first, MarketSpark needed precise building addresses, site density, and employee counts per location, exactly the data enterprises do not publish. Without it, the sales team was pitching a national problem with mock data.

MarketSpark evaluated several B2B data providers and chose ZoomInfo for what the company called the most comprehensive and accurate dataset of the options it considered. It licensed a feed of company names, addresses, employee counts, and revenue, delivered straight into its Amazon S3 storage through a native integration. The company's analysts combined that data with federal decommissioning records and built an interactive map that scored risk building by building. The difference was concrete. Instead of mock data, a rep could walk into a Fortune 500 pitch and show a prospect its own real buildings and real risk.

The results followed. MarketSpark identified >30,000 target companies it had not been able to see before, according to the company. It reported roughly 5X growth in both marketing-qualified and sales-qualified leads, about 5X the deals in its pipeline, and at least 5X the revenue opportunities, along with a notable uptick in conversion rates.

The opportunity keeps growing. With about 30 million copper lines still scheduled for retirement over the several years, more enterprises hit the same deadline every quarter. MarketSpark now has a repeatable way to see which ones are exposed and to reach them before their lines go dark.

**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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