Paul Cuffaro LLC Grew Revenue 320% After Rebuilding Its Prospecting With ZoomInfo

August 4, 2026

The small influencer-marketing business replaced six research tools with one workflow and cut end-to-end prospecting from about a month to under five minutes.

VANCOUVER, Wash.--(BUSINESS WIRE)--Aug. 4, 2026-- ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, has reported that Paul Cuffaro LLC, a small business that sells influencer marketing services to other companies, increased revenue 320% from the prior year after rebuilding its prospecting on accurate contact data, according to the company.

Paul Cuffaro LLC grows by reaching the right decision-makers at target companies. That work sits with one person, the company's talent manager, and for a long time it was slow. Before ZoomInfo, he used six separate applications to piece together what he needed about a single lead, and he spent four to six hours a day researching one company.

The real cost was time, and time is the scarcest thing in a small business. By the talent manager's own account, it took about a month before he was ready to ask a single company for a meeting. All that work still carried no guarantee the contact was current, so hours of effort could end at a wrong number or a dead inbox.

The company credits three things. Accurate contact data, so a message reaches a real inbox instead of a bounce. Precise filters for company and job title, so the list matches the actual decision-maker rather than a general contact. And company news and event signals, so outreach arrives with a specific reason attached. The talent manager selects contacts by accuracy score, a rating of how likely each number and email is to be correct, then exports the record straight into the CRM. What used to take about a month now takes under five minutes.

The results are the company's own. It reports a 97% response rate from the right contact, the measure it now treats as success ahead of closed deals. With a high accuracy score selected, it has seen no more than two email bounces across the hundreds of people and companies it has reached. And it attributes a 320% increase in revenue over the prior year to spending its time on outreach rather than manual research.

For a lean business, the change is less about any single number than about where the day goes. The hours once lost to research now go to conversations, and the company measures its progress by the accuracy of the data underneath them.

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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