Librestream Increases Average Click-Through Rate 900% with ZoomInfo

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The industrial remote-guidance company rebuilt its account-based marketing program on ZoomInfo data after its previous platform capped targeting to contacts it already had.

VANCOUVER, Wash.--(BUSINESS WIRE)--Aug. 4, 2026-- ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, has reported that Librestream, an AI-powered knowledge-delivery and remote-guidance platform for industrial frontline workforces, increased its average click-through rate by 900% after rebuilding its account-based marketing program on ZoomInfo data, according to the company.

Librestream equips industrial frontline workers with remote guidance, the kind of tool that lets an expert see what a technician sees and walk them through a repair from anywhere. When the pandemic drove demand for that capability, the company built an account-based marketing program to win high-value accounts. The program had a problem underneath it. Its ABM platform carried no data source of its own, so marketing could target only the companies and contacts already in its CRM.

That is a narrow box for a strategy whose entire purpose is reaching new accounts. The team could watch inbound traffic arrive on its website but had no way to export or act on it, so the visitors it most wanted to pursue slipped away unnamed. The company describes the cost in plain terms: low conversions and wasted ad spend. As Librestream puts it, if the data driving ABM is limited and you cannot act on it, nothing else matters.

Librestream rebuilt the program on ZoomInfo, choosing it on the depth of the data and the granularity of its buying signals. The change started with the data foundation. Instead of recycling names already in the CRM, the team could build audiences from a broad, verified base and pursue net-new in-market accounts. It tracks specific research terms at a keyword level, so the audience it surfaces is the one most likely to be buying. From there it assembles what it calls combination audiences, blending buying signals, firmographic and demographic filters, website activity, and accounts flagged by sales, then scores each prospect by real engagement so marketing can qualify leads before they reach a seller. A CRM integration routes the qualified accounts to reps automatically.

The company reports its average click-through rate increased by 900% on the rebuilt program. It describes a motion that is measurably more efficient and more tightly aligned across sales and marketing, with prospect information moving between the two teams faster than before.

Librestream now measures the program by the outcomes that matter to revenue: meetings booked and opportunities created. The goal, the company says, is to deliver precision-quality leads so sales and marketing together produce more than either could alone.

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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