

## Big wins

- ▶ Set **4,300** meetings over the course of 4 years, driving \$25 million dollars in annual recurring revenue
- ▶ Since 2013, we've helped DiscoverOrg **refine their internal sales processes & scale their team**
- ▶ DiscoverOrg was able to **acquire their top competitors**, making them the industry leading data provider
- ▶ DiscoverOrg's revenue **grew over 8x** since partnering with Alleyoop, from \$15.3 million in 2013 to \$130 million in 2017

## Partners in growth

### Our opportunities continue to drive **\$25 million** in annual recurring revenue for DiscoverOrg

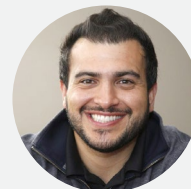
An alleyoop is quite possibly, the most exciting offensive play in a basketball game - a coordinated effort involving one player throwing the ball to the another who is mid-air, ready to dunk. Alleyoop has been passing and scoring with DiscoverOrg for almost 5 years.

DiscoverOrg is now the leading marketing and sales intelligence solution, rated #1 on G2 Crowd. Their mission is to "accelerate pipeline and revenue growth by delivering the most accurate and actionable B2B sales and marketing data on the planet".

### You need a strategy, not a call center

When DiscoverOrg's CEO, Henry Schuck, reached out to us in 2013, he was confident that his human-verified data was the strongest in the industry and knew their business model was destined for success...but the growth wasn't happening at the rate they wanted.

DiscoverOrg realized that they hadn't prioritized outbound strategy during their organic quick growth. They had no interest experimenting with a "pay per meeting" outsource model where you pay an outside company to pound the phones and point their spam-cansons at the companies, they needed high-quality at-bats with target accounts. Alleyoop was entrusted to deliver a stellar, thoughtful, outbound strategy, and deliver it quickly.



**Henry Schuck**

CEO, DiscoverOrg

"Alleyoop really became part of our sales team. They are firing on every best practice for running a sales development team. We've been able to learn a lot, from working with Alleyoop, that we've brought back into DiscoverOrg."

## Hear it from Patrick

"Of the 1000s of technology sales teams I've talked to, Alleyoop has the best, most dialed in, process of any of them.

**Alleyoop, for the last couple of years, has generated a quarter of our revenue. It's hard to envision DiscoverOrg without Alleyoop at this point."**

**Patrick Purvis**  
CRO, DiscoverOrg

## No spam cannons allowed

After signing with DiscoverOrg, we came out of the gate running, early reps on the project made as many as 200 calls a day. Of course, we took time to learn their product, their goals and ideal customer. We approached their target accounts, working them from the inside out, taking the time to understand the potential of each account and feeling out whether or not the company was at the point in which they would be able to invest in the premium data.

With their data to support us, we were able to talk with multiple titles at a specific account until we had the referrals and pain points we needed to convert the decision maker. Along the way we shared feedback and educated our client on best practices for outbound, adding valuable account status fields to their CRM. When DiscoverOrg invested in field marketers and in-person events around the country, they engaged Alleyoop to drive attendance. An event is only as valuable as the attendees, and we made sure they came to listen.

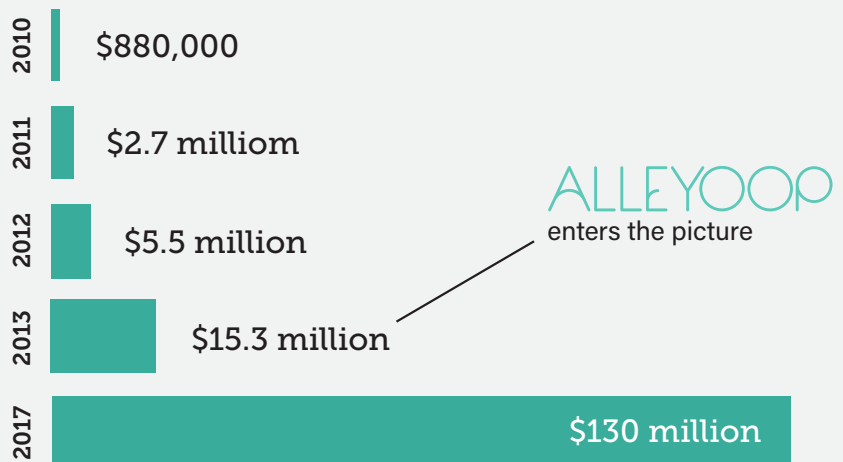
## Growth beyond measure

Year after year, our team ran multistep sequences, enforcing their brand along the way, and set up meetings with high-quality prospects. Their company tripled in size, moving their headquarters from a suburban business complex to a high rise tower in the center of Vancouver, WA. In 2017, DiscoverOrg acquired their top competitor, industry giant, RainKing. In late 2018, they acquired the second largest b2b data provider, ZoomInfo, making them the largest and most comprehensive data provider in their industry.

As of January 1, 2018, DiscoverOrg has 45 internal sales development reps, working alongside our team of 7 reps. Account separation and healthy competition keeps the teams organized and energized. We have the privilege of attending DiscoverOrg's yearly SKO every year, not as observing outsiders, but as coworkers. Everyone at Alleyoop who works with DiscoverOrg, in any capacity, feels as much a part of their team, as they do of ours.

## Results

DiscoverOrg revenue by year



ALLEYOOP