

# Clarity in Motion: ZoomInfo’s Swift Advantage

How ZoomInfo Uses Substrata to Maximize Deal Velocity and Reduce Execution Risk Across High-Velocity Sales Cycles



+17% Increase in Win Rates

21% Reduction in Sales Cycle Length

19% Increase in Quota Attainment



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## Managing Sales Velocity and Deal Risk at Scale

ZoomInfo is a powerhouse in the go-to-market intelligence space, equipping revenue teams with the insights and automation they need to drive precision targeting, efficient outreach, and high-velocity conversions. With a median sales cycle under 30 days, ZoomInfo thrives on operational tempo and data-driven execution.

“Substrata is addressing the seminal challenge of generating real-time insights through each sales funnel stage. To me, it closes the loop between conversational tracking and actually knowing about it, winning more deals, shortening cycle times, and streamlining my coaching process to my team members.”

But that speed comes with pressure. With hundreds of reps managing thousands of deals simultaneously, even marginal slowdowns, silent buyer objections, or stakeholder misalignment can have outsized ripple effects. Despite best-in-class intent data, real-time insights, and CRM enrichment, one blind spot remained: the human side of the deal. Why were some warm prospects stalling unexpectedly? Why did a perfect-fit ICP contact go dark? What was being said—or not said—in crucial touch points?



## Substrata Adds Human Signal Intelligence to ZoomInfo’s Sales Stack

To fill this gap, ZoomInfo deployed Substrata to sit natively across reps’ email, call recordings, and meeting transcripts—analyzing response dynamics, power structures, alignment patterns, and engagement volatility.

By layering Substrata’s insights into their fast-paced pipeline reviews and deal coaching, ZoomInfo sales leadership began surfacing:

- **Stakeholder Resistance Hiding Behind Polite Emails:** Substrata flagged conversations where buyers showed signs of disengagement or internal friction—despite positive surface language. In one case, a key enterprise buyer who seemed enthusiastic in email responses was actually exhibiting detachment signals. The AE re-engaged a more aligned stakeholder, helping accelerate a stalled \$90K deal.
- **Multi-threading Gaps Across Buying Groups:** Substrata’s visibility into stakeholder influence and sentiment enabled ZoomInfo reps to recognize when a deal was overly dependent on a single champion. This insight helped drive earlier multi-threading in over 40% of enterprise deals, reducing late-stage surprises and improving close rates.
- **Silent Objections During Demo Follow-ups:** In high-velocity mid-market sales, Substrata identified tonal mismatches between prospect reactions during demo wrap-ups and subsequent email follow-ups—indicating unresolved concerns. Reps used this signal to tailor their next touches, address friction points head-on, and bring deals back on track.

## More Predictable Pipeline, Faster Revenue, and Higher Sales Productivity

With Substrata, ZoomInfo unlocked a new layer of deal intelligence—one not captured in CRM fields or intent data dashboards. The platform became a critical overlay for frontline managers conducting 1:1s, deal reviews, and forecasting.

### ZoomInfo was able to:

- 1 Improve Forecast Accuracy:**  
Substrata enabled front-line managers to identify high-risk deals earlier—even when the deal metrics looked healthy. In Q1 alone, ZoomInfo flagged over 120 pipeline opportunities as “emotionally at risk,” with nearly half confirming internal deal friction.
- 2 Shorten Sales Cycles by Up to 21%** on deals where Substrata prompted proactive stakeholder outreach
- 3 Boost Enterprise Win Rates** by better enabling reps to navigate complex buyer committees and surface hidden blockers

“Substrata lets me remain proactive, not reactive and it ultimately has allowed me to scale my success and maximize individual and team performance.”

Substrata now complements ZoomInfo’s orchestration layer with a real-time signal stream on human interaction quality—giving reps the confidence to accelerate when they should, and the insight to slow down when deals aren’t as solid as they seem.