



# ZENEFITS CASE STUDY

2020

## Zenefits Puts 6sense Intent Data to Good Use

**zenefits**

**6sense**

PREPARED BY:

**DemandZEN**



## Background

Zenefits is an award-winning People Operations Platform that provides innovative and intuitive HR, benefits, and payroll software purpose-built for small and mid-size companies. Founded in 2013, Zenefits modernizes how businesses manage their employees and has become the most highly regarded HR software companies in the world.



## Problem

To support their lofty growth plan Zenefits realized they could not solely depend on inbound leads. They needed to find bigger deals earlier in the buying cycle. Zenefits has been utilizing intent data provided by 6sense for a couple of years primarily on Facebook and through other paid channels. The 6sense Account Engagement Platform helps B2B organizations achieve predictable revenue growth by putting the power of AI, big data, and machine learning behind every member of the revenue team. What Zenefits quickly learned that when 6sense identified accounts that are in-market to make a purchase decision, they still needed accurate information for the buying center within each account.



## Solution

Zenefits decided to overlay their ideal customer profile data with the intent data from 6sense and passed the account list to DemandZEN on a weekly basis. DemandZEN took that information, sourced the buying team within those accounts, eliminated the false positives and scheduled appointments for Zenefits' sales reps with qualified accounts via cold calling.

zenefits<sup>®</sup>



6sense



DemandZEN



## Results

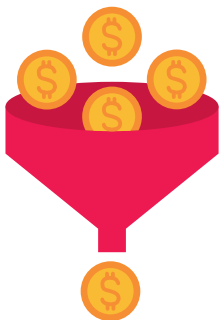
As a result of this approach, Zenefits has had 2 closed deals, one of the deals was the largest deal closed in Zenefits' history and \$1.6 million in new pipeline was generated to date.



### 2 Closed Deals

(one deal was the largest in Zenefits' history)

"DemandZEN brought a capability that is unmatched in terms of data tools and efficiency. Their hit rate on mobile numbers is 65%. They are different from any demand gen vendor we've worked with, and that's why we've worked with them repeatedly over the course of the last three years."



**\$1.6 Million**  
in Pipeline

"DemandZEN gets us into accounts much earlier than we typically do. They help us get to the buyer which gives us the opportunity to set the stage to convince them there's a better way of running HR."

"During this time of the COVID pandemic, DemandZEN really helped keep our volume up. We made adjustments internally to prepare for a downturn, but DemandZEN kept our volume up by continually scheduling meetings with important decision makers within our ideal customer profiles to get us in the door."

Doug Sechrist,  
VP of Demand Generation, Zenefits