

# Case Study



## 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

## Challenges

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.

They turned to 6sense's intent data platform. 6sense's AI-driven Account Engagement Platform helps B2B organizations drive revenue growth predictably. Zenefits found that while 6sense identifies accounts ready to buy, they also needed accurate data on 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.

# Results

**\$1.6 Million  
in Pipeline**

**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.



Doug Sechrist, VP of Demand Generation