Learn how ZoomInfo launched new in-product analytics in less than three months while halving developer effort.

How ZoomInfo increased customer satisfaction, renewals, and growth with Sisense embedded analytics

ZoomInfo chose Sisense for our customer-facing embedded analytics platform to give our customers better visibility into their platform resources and ultimately drive more value from their investment. Sisense has helped enhance customer satisfaction as well as improve account retention & upsells.

Henry Schuck, Chief Executive Officer, ZoomInfo

Company Information

Number of Employees: 3,660
Industry: SaaS
Years in Business: 16
To deliver the best possible customer experience, ZoomInfo needed to incorporate analytics in their products that provided not only powerful visualizations and insights but also ensured their development team could deliver it all with pixel-perfect control that exactly matched their designs. And they wanted an embedded analytics solution they could trust would deliver easy-to-manage performance at scale across their vast customer base of more than 30,000 customers globally.

**ZoomInfo’s challenge: Deliver the best possible customer experience with powerful visualizations and insight without compromising control**

A critical near-term need was providing clear in-product analytics for their customers to track their adoption, usage statistics, activity, and more, to ensure they were gaining the greatest value from ZoomInfo’s RevOS, which provides a broad product suite for revenue teams to deliver growth.

### Key Results

<table>
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<th>Key Elevated customer satisfaction</th>
<th>Delivery efficiency and velocity</th>
<th>Strengthened user experience</th>
<th>Challenge</th>
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<td>Delivered comprehensive administrative analytics infused directly into ZoomInfo’s RevOS product in just three months, providing clear visibility into usage and adoption that has improved customer satisfaction.</td>
<td>ZoomInfo was able to build and deliver in-product analytics with half the development resources versus alternatives and cut days per month in ongoing operations and maintenance.</td>
<td>Provided a pixel-perfect analytics experience, matching ZoomInfo’s design vision and goals while accelerating end-user queries to meet stringent performance expectations.</td>
<td>ZoomInfo’s existing analytics solution wasn’t flexible enough to meet the product team’s exacting user experience needs. They were spending too much time managing and tuning performance and also struggled to integrate it into their development processes which slowed down velocity.</td>
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**Why Sisense?**

Sisense enabled ZoomInfo to match embedded analytics with their user experience needs, with minimal code, for fast time to market. By integrating analytics into their SDLC, using instrumentation to monitor performance, and ElastiCubes to scale, ZoomInfo could minimize operational overhead and focus on feature delivery.

Historically, ZoomInfo had contended with various analytics products across SalesOS, MarketingOS, TalentOS, and OperationsOS, and they were looking to standardize to a single embedded analytics platform.

Their prior embedded analytics solution had forced them to compromise when turning their designs into in-product experiences. As dashboards were becoming more of a strategic part of ZoomInfo’s
products, it was a compromise that simply wasn’t sustainable. “We weren’t happy with the visualizations in our previous analytics product, they just weren’t great. We wanted more sophisticated dashboard layouts in our product that it simply couldn’t provide,” said Runy Rapaport, Manager, Head of Product Management for Analytics at ZoomInfo. “Our analytics had to precisely match the Figma designs, filtering, mouseovers, visualizations, even down to making a bar graph round versus square. We needed a better way.”

Visualization and control weren’t the only limitations to overcome. With their previous solution, their development team was simply spending too much time with maintenance and needed an embedded analytics product that would integrate well into their SDLC and DevOps processes.

“Having an analytics product that wasn’t development-friendly created substantial work. We wanted environments, versioning, and a way to build analytics collaboratively and in parallel—instead, it created maintenance and single-threaded our engineering processes,” said Rapaport.

As ZoomInfo looked to turn the page towards a more sustainable embedded analytics platform, performance was another critical area under the microscope. The team had found they were spending hours every month tuning and optimizing queries with their previous solution. It was hard to monitor customer reports and dashboards that weren’t meeting performance expectations. In some cases, reports took fifteen seconds or more to load, far more than ZoomInfo’s sub-three-second requirement. They knew that scaling their analytics across their products would require a new approach that reduced the need for ongoing care and feeding by the team.

**From Inflexible to Infused Analytics**

When looking to move to a new strategic embedded analytics platform, ZoomInfo evaluated multiple factors. It had to provide pixel-perfect control over every dashboard component so that it could be infused seamlessly into ZoomInfo’s products for the best user experience. Built-in elastic scalability to enable performance with continuing user and data growth while providing strong instrumentation and monitoring for ZoomInfo’s product and operations team was critical. And it had to enable ZoomInfo to achieve rapid time-to-market, as the team was working on a tight delivery deadline demanded by customers and their account teams. Ultimately, the search led ZoomInfo to Sisense embedded analytics.

Rapaport summarizes the selection drivers, sharing that “Sisense embedded analytics gave us the ideal combination of zero-compromise look and feel for delivering in-product analytics that our customers will love, a flexible developer toolkit that would speed our delivery velocity and a platform that provides frictionless scalability and ease of management to enable us to grow analytics across our products with maximum efficiency.”
Important driver for selecting Sisense embedded analytics was that it provided the power and flexibility for ZoomInfo to deliver analytics throughout all their customer-facing products across multiple product lines, even including their trial product for prospects. The fact that they could scale Sisense as a single platform across their products would enable them to gain powerful delivery efficiencies while delivering the best possible and consistent analytics experience at every user touchpoint.

With such a strategic initiative, ZoomInfo placed a premium on working with an embedded analytics provider that they could partner with closely from inception to delivery and throughout every stage of their lifecycle. It was a level of partnership that had been challenging to achieve with their previous provider. Because Sisense is 100%-focused on analytics, ZoomInfo saw a provider that could deliver the personalized account management, timely developer support, embedded analytics expertise, and responsive technical support that would further help cement their success and reduce risk.

As Henry Schuck, CEO of ZoomInfo, says, “ZoomInfo chose Sisense for our customer-facing embedded analytics platform to give our customers better visibility into their platform resources and drive more value from their investment.” One of the initial goals was to bring ZoomInfo closer to its customers through in-product analytics, “We first aimed to leverage Sisense to build out several dashboards detailing their accounts activity within our products and give greater insight and control to our customers.”

Benefits

One of the first benefits that ZoomInfo realized with Sisense was delivery velocity, with Rapaport noting that “delivery would have taken twice as long with the same resources if we had built the in-product analytics in-house.” The team had just a quarter to deliver a full range of administrative dashboards and analytics infused directly into their RevOS product’s Admin Portal—a goal they achieved with Sisense.

Partnering closely with Sisense, ZoomInfo was able to quickly use the Sisense Embedded SDK and Sisense embedded analytics gave us the ideal combination of zero-compromise look and feel for delivering in-product analytics that our customers will love, a flexible developer toolkit that would speed our delivery velocity and a platform that provides frictionless scalability and ease of management to enable us to grow analytics across our products with maximum efficiency.

Runy Rapaport, Manager, Head of Product Management for Analytics, ZoomInfo
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Sisense.JS to rapidly build an integrated user experience that embedded analytics directly within ZoomInfo’s RevOS Admin Portal with minimal code. Using Sisense’s comprehensive JavaScript library, ZoomInfo could swiftly integrate widgets and filters and fully tailor the appearance and functionality of all the analytical components, ensuring a seamless integration of Sisense into their apps.

To deliver the best performance to their users while minimizing operational overhead, ZoomInfo uses Sisense ElastiCubes, a unique built-in, high-performance analytics database designed to withstand the rapid and extensive querying typically required by business intelligence use cases. Not only has it reduced query times but enabled the ZoomInfo product team to avoid building their own infrastructure to optimize query performance.

The new ZoomInfo RevOS administrator analytics powered by Sisense embedded analytics now provide ZoomInfo customers and their customer care teams with shared visibility into a whole host of metrics to ensure customers get the most value out of their ZoomInfo investment. It provides customers insight into their usage and statistics, credits and credit utilizations, searches, login activity, and more. “The main value of Sisense embedded analytics has been customer satisfaction. Our customers have more insight into their usage and adoption,” says Rapaport, “and we can proactively talk with customers about driving more value, which has led to stronger renewals and growth. Now data is available to everyone.”

And more broadly, Sisense is a powerful driver for growth at Zoominfo, enabling sales teams to clearly understand opportunities for new business, upsell, and expansion, with Schuck sharing that “we are now using Sisense to support & optimize our SDR teams’ sales motions.”

Schuck summarizes the role of Sisense embedded analytics, stating that “ZoomInfo chose Sisense for our customer-facing embedded analytics platform to give our customers better visibility into their platform resources and ultimately drive more value from their investment. Sisense has helped enhance customer satisfaction and improve account retention and upsells.”

Looking forward, ZoomInfo plans to use Sisense as its strategic analytics platform for both its products and its internal use cases, enabling ZoomInfo to leverage powerful analytics across every aspect of its business.

Thousands more companies leverage the power of Sisense.

Learn How