

How Nurture Marketing ditched prepaid credits and unlocked better data for every client

Key metrics

By working with YourICP and purchasing accurate contact information, Nurture Marketing made significant improvements to their campaigns and outreach.



50%

Saved in their marketing budget on data providers



30%

reduction in database waste

"Working with YourICP has been a game changer for our campaigns. Their team feels like an extension of ours, ensuring every record is accurate and every campaign runs smoothly. The transparency and flexibility in their model have completely changed how we manage our data spend."

CEO of Nurture Marketing



CHALLENGES

Nurture Marketing was trapped in ZoomInfo's self-service model with minimal support, paying thousands upfront for credits they couldn't fully use. Worse, they were unable to customize data for individual clients, leaving campaigns impeded by incomplete records and one-size-fits-all contact lists that didn't match their clients' unique ICPs and complex needs.

SOLUTIONS

YourICP became Nurture Marketing's data partner, delivering accurate business emails, LinkedIn profiles, mobile numbers, and personal email addresses tailored to each client campaign. Our team collaborated closely with their team to align every data request with client goals. The billing shift was just as transformative: pay monthly for what's delivered, not upfront for what might sit unused.



DiscoverICP



Professional Services

RESULTS

Higher campaign performance

1

Nurture Marketing now fulfills complex data requests that ZoomInfo couldn't deliver, giving their clients better targeting and higher campaign performance.

2

Saved 50% of their marketing spend on data providers

By switching from bulk credit purchases to monthly billing, they freed up tens of thousands of dollars previously locked in prepaid credits, reinvesting that capital directly into growth initiatives.