

# TechTopia achieves 4.5x connection rate increase

## Key metrics



**4.5X**

increase in connect rate



**40%**

reduction in database waste

**"Before YourICP, we were wasting time chasing the wrong leads with messy data. Now, we're connecting with the right people — fast. Our connection rate improved by 4.5x, and our database is finally clean and aligned with our true ICP. It's made a huge difference for our team."**

Owner & Founder of TechTopia



## CHALLENGES

TechTopia's sales team was drowning in bad data. Despite using ZoomInfo, their connect rate sat at just 9-11%, meaning 9 out of 10 calls went nowhere. Sales and marketing wasted hours manually scrubbing contact info instead of reaching prospects.

## SOLUTIONS

YourICP's DiscoverICP delivered verified contact data tailored to TechTopia's ideal customer profile. Our professional services team seamlessly integrated the data into their CRM, ensuring every contact was accurate and ready to use.



DiscoverICP



Professional Services

## RESULTS

### 4x connect rate

Connect rates jumped from 10% to 45%, a 4.5x improvement that transformed their outreach from frustrating guesswork into predictable pipeline growth.

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### 40% reduction in database waste

By cleaning outdated records and focusing exclusively on their ICP, TechTopia cut database waste by 40%, giving their team a leaner, high-quality contact list that actually converts.