

Behind the Numbers:

How Yieldify Made Every Rep Count

Client: Yieldify

– a personalisation platform helping over 1,000 global brands convert more traffic and drive \$2.5B+ in revenue. Backed by Google Ventures & SoftBank, acquired by Publicis Groupe in 2022.

The Challenge

- 40% of accounts being worked weren't ICP
- 12-person GTM team in NYC was spending up to 40% of their day on manual CRM cleanup and verifying enrichment data
- Time spent fixing data instead of selling hurt productivity and pipeline velocity

The OrbitalX Solution

- Started with a Data Debt Diagnostic to reveal gaps and misaligned data
- Deployed 2, then scaled up to 12, dedicated data analysts to manually clean, enrich, and verify data against Yieldify's strict ICP
- Delivered round-the-clock data QA and alignment so reps logged in to high-quality, actionable pipelines every morning

The Results

Qualified meetings per rep jumped from 8 → 14 per month **8 → 14 per month**

Sales teams gained back **~4 hours/week** previously lost to manual data work

95% of accounts worked were ICP-aligned (vs. 60% before)

Cleaner data improved downstream CS and renewals, driving better overall revenue impact

Reduced dependency on generic third-party data tools by building a proprietary dataset

Why Yieldify Chose OrbitalX

Top 3 reasons OrbitalX became a strategic partner:



Proactive problem-solvers who push the partnership forward



Deep outbound and AI expertise to stay ahead of the curve



Built a gold-standard, proprietary data foundation that scaled across Sales and CS



OrbitalX have a culture of leaning in which means that they look to solve problems and be incredibly proactive in the partnership. More so than any third-party vendor we've ever worked with before.

- **Daniella Gregory**, Former VP of Strategic Sales & Partnerships @ Yieldify