



GraphIQ <> Infinit-O

B2B Sales Intelligence for Outsourcing Success

“If you start your sales cycle with bad data, it’s not gonna go anywhere... get it right at the start and then you can grow from that point.”

— Zachary Thomas, Account Executive, Infinit-O

How Infinit-O Elevated B2B Sales Intelligence for Outsourcing Success

Infinit-O, a Philippines-based BPO provider founded in 2005, specializes in finance and healthcare business process optimization—delivering services like accounts payable, revenue cycle management, IT support, and digital transformation to SMBs globally. Account Executive Zachary Thomas drives new business by enriching lead data and identifying decision-makers. To do so, his team transitioned from Apollo.io to GraphIQ.ai for greater accuracy, cost-effectiveness, and breadth.

Challenge

Infini-O's team originally relied on Apollo to source contacts, but frequently encountered outdated or incomplete information:

- **Stale contact data** – emails and phone numbers were often years old or belonged to outdated titles.
- **Hidden decision-makers** – initial leads (like a CFO) were often not the true influencers (e.g., COO or ops managers), causing single-threaded outreach.
- **High costs** – Apollo charged per record, and often data needed refinement—adding expense and time.

Solution

GraphIQ.ai was introduced to serve as a comprehensive, up-to-date contact and company database:

1. **Database replacement** – Zach and his team use GraphIQ to pull enriched contact lists (names, emails, office & cell phones) and company data, then export to Apollo or HubSpot to sequence and track outreach.
2. **Lookalike/company insights** – The team uses GraphIQ's lookalike feature to find new prospects that share traits with successfully closed accounts (e.g., telehealth providers).
3. **Geographic targeting for travel** – Before trips like one to Miami, they export local decision-makers from GraphIQ to schedule multiple meetings rather than one.
4. **Tagging & collaboration** – Exports are tagged by rep (e.g., "Zach-export-July") for CRM ownership clarity, and GraphIQ's news and relationships features help identify private-equity-backed targets.

Technology Stack Highlights

280M

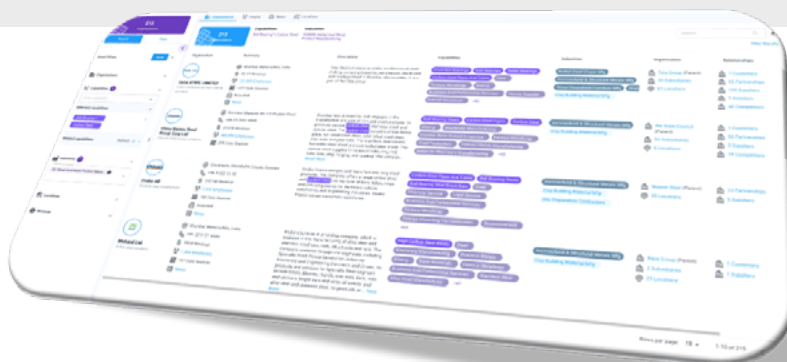
Companies

980M

People

700M

News Articles



Impact

1. Better contact rates

Sequence engagement increased significantly thanks to accurate phone and email data.

"Contact rates within our sequences have gone up significantly because we have more data points to go to."

– **Zachary Thomas**

2. Cost savings

Unlimited data credits replaced Apollo's expensive credit-based model.

"I was spending a few hundred dollars every month... from Apollo, and I get it, for free from you guys. No additional cost."

– **Zachary Thomas**

3. Efficient field visits

On a single Miami trip, GraphIQ-enabled prospecting produced 4–5 meetings—making travel heavily ROI-positive.

"We were going to get one meeting for \$900 travel... then we had 4 or 5 meetings because of GraphIQ—that's great."

– **Zachary Thomas**

4. Pipeline growth

Several current scoped and qualified opportunities originated from GraphIQ lookalike modeling.

5. Standalone credibility

Zach recounts that during A/B testing, GraphIQ-generated lists delivered 4 meetings versus zero from other services.

- Accurate, current data outperformed Apollo's stale records
- GraphIQ's lookalike feature unlocked new verticals with shared profiles
- Unlimited exports saved hundreds monthly in credit costs
- Tags & team plans improved CRM collaboration
- Integrated relational and news data informed targeting

About GraphIQ:

GraphIQ is a real-time business intelligence platform built on a dynamic, AI-powered knowledge graph that connects millions of companies, people, news articles, and events. Enterprises, public sector agencies, and analysts rely on GraphIQ to power their decision-making with context-rich data.

Learn more at: <https://graphiq.ai>