SELL BETTER. MARKET BETTER. BE BETTER. ACCELERATE YOUR GROWTH

Find and reach decision makers faster and improve the quality of your existing contact database. ZoomInfo's unique collection methods ensure the most up-to-date and accurate data. Gaining advantage over the competition is easy with ZoomInfo. With access to deeper insights into your contact database, you can identify your best buyers and duplicate your successes with more contacts similar to your buyer personas.

Improve your marketing campaigns with highly actionable data, enabling better segmentation, deliverability, and response. Shorten your sales cycle and increase revenue with email and direct phone number information easily integrated in your workflows. Let ZoomInfo's accurate and up-to- date information power your revenue growth.

BENEFITS

REACH DECISION MAKERS FASTER

Empower your sales team to spend less time researching and more time selling with access to email addresses, direct dial phone numbers, and detailed background information on their prospects, helping them reach decision makers faster.

ENHANCE AND GROW YOUR DATABASE

Supercharge your campaigns, update missing fields such as email address and direct phone number, check email validity, and add valuable contacts at key companies. Create sophisticated queries in real time and pull the information you need on demand or within your Salesforce environment.

IDENTIFY YOUR BUYER PERSONAS

Analyze your data to uncover and segment your best buyers and fuel your funnel with more contacts matching your personas to increase relevance.

SEARCH

Accelerate your growth and spend more time selling and less time researching. Search's powerful prospecting functionality allows you to find the information you need on decision makers and influencers at the companies you care about most. Tailor your searches in real-time to ensure the results contain only the most relevant prospects to you.

KEY FEATURES

REACH DECISION MAKERS
Access key contact information such as direct dial phone numbers and email addresses

LEVERAGE SOCIAL SELLING
Use the LinkedIn access tool to see the prospect's profile page

SEGMENT AND TARGET PROSPECTS
Find the prospects you're looking for based on industry, company location and size, revenue, title, job function, industry, employees, similar companies and more

ALERTS IN REAL TIME
Receive notifications if a prospect has changed positions or has new web mentions

ACCESS INFORMATION IN YOUR EXISTING WORKFLOW
Search for new contacts directly in your Salesforce environment and update the information on demand

EXPORT YOUR DATA
Export key prospect contact or company information into Excel or your CRM

BUILD

Accelerate your growth with access to detailed and accurate contact information with more direct dial phone numbers and email addresses for business people than anyone else in the marketplace.

Instantly create lists of contacts for your nurture campaigns or email outreach. Find key contact information on decision makers and influencers at the companies you care about most. Tailor your lists with suppression files, ability to prioritize segments, and create limits all in real-time to ensure the results contain only the most relevant prospects to you.

KEY FEATURES

BUILD TARGETED CAMPAIGNS
Run multilayered segmented lists based on industry, company location and size, revenue, title, job function or key words. Run multiple queries with the ability to prioritize your lists based on what you find most important.

MANAGE SINGLE LISTS PER CAMPAIGN
Reach multiple personas with one list or segment your audience with multiple queries while still limiting the number of people per company to ensure emails do not get stuck in spam traps.

ACCESS THE INFORMATION YOU NEED
Create lists based on your target audience with access to email address and direct dial phone number

RUN ACCOUNT BASED MARKETING CAMPAIGNS
Upload company files to find key contacts at your target accounts

CUSTOMIZE WITH EASE
Prioritize titles by function, management level and limit the amount of contacts per company to get your top prospects

SUPPRESSION LISTS
Use a suppression file to ensure you generate a unique, de-duped and ready to use list

UPDATES AND NOTIFICATIONS
Get alerted when new contacts are available for your existing lists.

EXPORT INTO YOUR WORKFLOWS
Whether it is Excel or directly into Salesforce, export the information you need for your campaigns

ENHANCE

Accelerate your growth by maintaining an actionable database. Use Enhance to fill in the gaps, whether it's direct dial phone numbers and email addresses or valuable company information, this tool allows you to gather the information you need within minutes. Cleanse your database of bad or duplicate records.

KEY FEATURES

INCREASE CONVERSION RATES

Reduce the number of form fields and increase the likeliness that visitors will provide you with their information, resulting in more submissions and field accuracy. Get the information you need for your campaigns directly into your marketing automation instance without having to ask for it from your prospects.

BE MORE RELEVANT IN YOUR OUTREACH

Find the right contacts from your target accounts right within your existing workflows. Use the information from inbound leads to search for relevant contacts within the same company to help you reach decision makers.

IMPROVE TARGETING AND SEGMENTATION

Duplicate the successes of past campaigns with access to demographic and firmographic information on your leads. Fill in the blanks through ZoomInfo's automated, self-service tool. Score and send hot leads to sales in real time. Add contacts that aren't yet ready to buy directly into your nurture campaigns.

ENHANCE THE ACCURACY OF YOUR DATABASE

Eliminate bad data in your database by ensuring the information you're capturing from leads is accurate and consistent. Cleanse and fill in the blanks with important demographic and firmographic information, helping enrich the information flowing into your CRM and to your sales team.

MAINTAIN A CONSISTENT CRM ENVIRONMENT

Use the normalization features to ensure all of the information flowing into your CRM is in the format you need, making sure the lead is sent to the right campaign or territory sales rep.

KEEP YOUR DATABASE ACTIONABLE

Ensure the information you have isn't wasting space in your marketing automation and contains what you need to use it in your next campaign.

INSIGHTS

Identify growth opportunities with ZoomInfo's Insights tool. Analyze your entire database or just one campaign to identify your best buyer personas. Duplicate successes by using this information to build out additional campaigns with those targets in mind. Insights will help you identify your segments and improve targeting on future campaigns.

KEY FEATURES

GATHER INSIGHTS

Analyze your entire database or just one campaign to identify your best buyer personas

REPLICATE SUCCESS

Duplicate successes by building out additional campaigns with the best targets in mind

IMPROVE SEGMENTATION

Identify different segments for your prospects to improve targeting on your campaigns

IDENTIFY NOISE WITHIN YOUR DATA

Uncover and remove unsuccessful segments in your database by identifying prospects who are least likely to buy

INCREASE CAMPAIGN RELEVANCY

Understand your target audience to improve your outreach relevancy