



## ZoomInfo Retains Top Placement on 26 Grids in G2's 2021 Fall Grid Reports

September 14, 2021

*Matches Company Record with Appearances on 43 Grids Overall*

VANCOUVER, Wash.--(BUSINESS WIRE)--Sep. 14, 2021-- [ZoomInfo](#) (NASDAQ: ZI), a global leader in modern go-to-market software, data, and intelligence, today announced that it has retained its No. 1 spot on 26 grids in G2's Fall 2021 Grid Reports.

This marks the third consecutive quarter that ZoomInfo has earned at least 26 best-in-class placements. The company has led 18 different grids for at least five consecutive quarters, including four-way sweeps of the Lead Capture, Lead Intelligence, Market Intelligence, and [Marketing Account Intelligence](#) categories. In addition, ZoomInfo appeared on a company-record 43 grids for the second consecutive quarter.

"As passionate as our customers are about ZoomInfo, we're even bigger fans of our customers," said Henry Schuck, ZoomInfo Founder and CEO. "We're proud of the sterling reviews we receive from ZoomInfo users on sites like G2, and that positive feedback motivates us to continue expanding, improving, and innovating our offerings."

ZoomInfo continued its market leadership, as it was listed for the sixth straight quarter as the No. 1 Enterprise solution in all three of the Sales Intelligence, Market Intelligence, and Marketing Account Intelligence sections. Also of note:

- ZoomInfo collected at least 22 No. 1 rankings for the fourth straight set of Grid Reports, averaging 25.3 top placements during that time.
- ZoomInfo maintained the top spot in both the overall and mid-market grids of Marketing Account Intelligence for the 15th consecutive quarter.
- ZoomInfo was named the No. 1 Enterprise solution in six different sections.
- ZoomInfo topped LinkedIn Sales Navigator in the [Enterprise Sales Intelligence](#) grid for the ninth consecutive quarter.
- ZoomInfo matched or improved its ranking in 41 of 43 grids in which it appeared last quarter.
- Only five of ZoomInfo's 43 rankings were outside the top-two on its grid.

Several other ZoomInfo products were also named G2's newest Grid Reports. ZoomInfo Engage was listed on the Overall, Enterprise, Mid-Market, and Small Business grids for Email Tracking, Outbound Call Tracking, and Sales Engagement, as well as the Overall grid for Auto Dialers. ZoomInfo InboxAI appeared on the Overall, Mid-Market, and Small Business grids in Customer Success and Email Tracking.

The Fall 2021 Grid® Reports are based on G2's unique algorithm, which calculates customer satisfaction and market presence scores in real-time. Based on user reviews and data aggregated from online sources and social networks, ZoomInfo's [high placement](#) in these categories underscores the ways in which best-in-class data feeds every step of a [sales and marketing professional's workflow](#), and reveals the need for an automated pathway to go-to-market intelligence.

### **No. 1 Placements (26)**

Lead Capture  
Lead Capture: Enterprise  
Lead Capture: Mid-Market  
Lead Capture: Small Business  
Lead Intelligence  
Lead Intelligence: Enterprise  
Lead Intelligence: Mid-Market  
Lead Intelligence: Small Business  
Market Intelligence  
Market Intelligence: Enterprise  
Market Intelligence: Mid-Market  
Market Intelligence: Small Business  
Marketing Account Intelligence  
Marketing Account Intelligence: Enterprise  
Marketing Account Intelligence: Mid-Market  
Marketing Account Intelligence: Small Business  
Email Verification  
Email Verification: Mid-Market  
Email Verification: Small Business  
Lead Mining  
Lead Mining: Mid-Market  
Lead Mining: Small Business  
Buyer Intent Data Tools  
Buyer Intent Data Tools: Mid-Market

Account Data Management: Enterprise  
Sales Intelligence: Enterprise

### **No. 2 Placements (12)**

AI Sales Assistant  
AI Sales Assistant: Enterprise  
AI Sales Assistant: Mid-Market  
AI Sales Assistant: Small Business  
Account Data Management  
Account Data Management: Mid-Market  
Account Data Management: Small Business  
Sales Intelligence  
Sales Intelligence: Mid-Market  
Sales Intelligence: Small Business  
Visitor Identification  
Visitor Identification: Mid-Market

### **Other Placements (5)**

Recruiting Automation  
Recruiting Automation: Enterprise  
Recruiting Automation: Mid-Market  
Recruiting Automation: Small Business  
Visitor Identification: Small Business

### **No. 1 Placements by Quarter**

Fall 2021: 26  
Summer 2021: 27  
Spring 2021: 26  
Winter 2021: 22  
Fall 2020: 19  
Summer 2020: 10  
Spring 2020: 7  
Winter 2020: 8  
Fall 2019: 8  
Summer 2019: 5  
Spring 2019: 5  
Winter 2019: 3

### **About ZoomInfo**

ZoomInfo (NASDAQ: ZI) is a leader in modern go-to-market software, data, and intelligence for more than 20,000 companies worldwide. The ZoomInfo platform empowers business-to-business sales, marketing, and recruiting professionals to hit their number by pairing best-in-class technology with [unrivaled data coverage](#), accuracy, and depth of company and contact information. With [integrations](#) embedded into workflows and technology stacks, including the leading CRM, [Sales Engagement](#), Marketing Automation, and Talent Management applications, ZoomInfo drives more predictable, accelerated, and sustainable growth for its customers. ZoomInfo emphasizes [GDPR and CCPA compliance](#). In addition to creating the industry's first proactive notice program, the company is a registered data broker with the states of California and Vermont. Read about ZoomInfo's commitment to [compliance, privacy, and security](#). For more information about our leading go-to-market software, data, and intelligence, and how they help sales, marketing, and recruiting professionals, please visit [www.zoominfo.com](http://www.zoominfo.com).

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