



## ZoomInfo Earns Top Placement on Record-Tying 27 Grids in G2's 2022 Winter Grid Reports

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*Company Tops At Least 22 Grids for Fifth Consecutive Quarter*

VANCOUVER, Wash.--(BUSINESS WIRE)--Dec. 16, 2021-- [ZoomInfo](#) (NASDAQ: ZI), a global leader in modern go-to-market software, data, and intelligence, today announced that it has earned the top spot on a company record-tying 27 grids in G2's Winter 2022 Grid Reports.

This is the second time ZoomInfo has placed No. 1 in 27 categories. The company has led 18 different grids for at least six consecutive quarters, including the overall Buyer Intent Data Tools category along with the top spot in every Lead Capture, Lead Intelligence, Market Intelligence, and [Marketing Account Intelligence](#) category.

"We're thrilled to see our customers are as enthusiastic about ZoomInfo as we are," said Henry Schuck, ZoomInfo Founder and CEO. "These reviews from G2 fuel our motivation to continue growing and supporting the best possible products so our customers have the tools they need to succeed."

ZoomInfo continued its market leadership, as it was listed for the seventh 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 has collected at least 26 No. 1 rankings in each of the last four Grid Reports.
- ZoomInfo improved or matched its ranking on all 43 grids from last quarter.
- ZoomInfo returned to the No. 1 spot on the overall [Sales Intelligence](#) grid, surpassing LinkedIn Sales Navigator.
- ZoomInfo maintained the top spot in both the overall and mid-market grids of Marketing Account Intelligence for the 16th consecutive quarter.
- ZoomInfo was named the No. 1 Enterprise solution in six different sections.
- 39 of ZoomInfo's 43 rankings were in the top-two on their grid.

The Winter 2022 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 (27)**

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  
Sales Intelligence  
Sales Intelligence: Enterprise  
Account Data Management: 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: Mid-Market  
Sales Intelligence: Small Business  
Visitor Identification  
Visitor Identification: Mid-Market  
Recruiting Automation: Small Business

#### **Other Placements (4)**

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

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

Winter 2022: 27  
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 25,000 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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