



## ZoomInfo Sets Company Record with 29 Top Product Ratings on G2 Winter Grids

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*Industry Grids Use Customer Satisfaction and Market Presence to Evaluate Software Products*

VANCOUVER, Wash.--(BUSINESS WIRE)--Dec. 22, 2022-- [ZoomInfo](#) (NASDAQ: ZI), a global leader in modern go-to-market software, data, and intelligence, has earned 29 No. 1 rankings across 87 grids in the G2 Winter 2023 Grid® Reports, setting a company record for top rankings and expanding its leadership in Enterprise categories.

Overall, the company received 198 awards in the G2 Winter 2023 reports, which also include G2's Momentum Reports and Index Reports. ZoomInfo's products secured No. 1 rankings in [Buyer Intent Data](#), [Sales Intelligence](#), [Market Intelligence](#), [Marketing Account Intelligence](#), [Account Data Management](#), [Lead Intelligence](#), [Email Verification](#), Data Quality, and 21 other categories.

"ZoomInfo continues to expand the number of best-in-class functions inside our innovative platform to help revenue teams go to market," ZoomInfo Founder and CEO Henry Schuck said. "We're especially proud of how our products power enterprise businesses worldwide."

ZoomInfo was listed as the No. 1 Enterprise solution in eight different sections. For the eighth straight quarter, it led all four of the Sales Intelligence, Marketing Account Intelligence, Account Data Management, and Lead Intelligence Enterprise grids. Also of note:

- In total, ZoomInfo's products appeared 105 times, spanning 87 grids across 25 unique categories.
- ZoomInfo has topped at least 22 different grids for nine consecutive quarters.
- ZoomInfo maintained the top spot in both the Overall and Mid-Market grids of Marketing Account Intelligence for the 20th consecutive quarter, dating back to Spring 2018.
- ZoomInfo equaled or improved upon 46 of its 48 top-two rankings from the previous quarter.
- ZoomInfo placed No. 1 in its first-ever appearances in the Enterprise grids for Email Verification and Lead Mining.
- Chorus by ZoomInfo appeared on 16 grids, including top-two placements in the Overall sections of Conversation Intelligence and Sales Coaching.

The following [customer reviews](#) contributed to ZoomInfo's category leadership across G2:

- "The coverage of data is unmatched. Whether it's account-level information that I'm seeking, or contact-level information, with ZoomInfo SalesOS, I know I'm armed with what I need to conduct a successful call or meeting." – *Account Executive, Enterprise User*
- "ZoomInfo has the most in-depth sorting and refining abilities when sourcing potential new leads. I feel as though I already know my customers before I make initial contact because ZoomInfo does a great job consolidating all known information. I also appreciate that we can exclude any search results that our organization has already exported." – *Financial Advisor, Mid-Market User*

The Winter 2023 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 how best-in-class data feeds every step of a [sales and marketing professional's workflow](#).

### **No. 1 Placements (29)**

Buyer Intent Data

Buyer Intent Data: Enterprise

Buyer Intent Data: Mid-Market

Buyer Intent Data: Small Business

Marketing Account Intelligence

Marketing Account Intelligence: Enterprise

Marketing Account Intelligence: Mid-Market

Market Intelligence

Market Intelligence: Mid-Market

Sales Intelligence: Enterprise

Sales Intelligence: Small Business

Lead Capture

Lead Capture: Enterprise

Lead Capture: Mid-Market

Lead Capture: Small Business

Lead Mining

Lead Mining: Enterprise

Lead Mining: Mid-Market

Lead Mining: Small Business  
Lead Intelligence  
Lead Intelligence: Enterprise  
Lead Intelligence: Mid-Market  
Email Verification  
Email Verification: Enterprise  
Email Verification: Mid-Market  
Email Verification: Small Business  
Data Quality  
Data Quality: Mid-Market  
Account Data Management: Enterprise

#### **No. 2 Placements (20)**

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  
Conversation Intelligence  
Conversation Intelligence: Enterprise  
Conversation Intelligence: Mid-Market  
Market Intelligence: Enterprise  
Market Intelligence: Small Business  
Sales Coaching  
Sales Coaching: Mid-Market  
Sales Intelligence  
Sales Intelligence: Mid-Market  
Data Quality: Enterprise  
Lead Intelligence: Small Business  
Marketing Account Intelligence: Small Business  
Visitor Identification: Mid-Market

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

Winter 2023: 29  
Fall 2022: 28  
Summer 2022: 23  
Spring 2022: 25  
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 30,000 companies worldwide. ZoomInfo's revenue operating system, RevOS, empowers business-to-business sales, marketing, operations, 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 ZoomInfo's leading go-to-market software, data, and intelligence, and how they help sales, marketing, operations, and recruiting professionals, please visit [www.zoominfo.com](http://www.zoominfo.com).

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