![ZoomInfo logo]

ZoomInfo Named Top Enterprise Solution in 10 Categories in G2's Spring 2024 Reports

April 10, 2024

ZoomInfo Sales Adds Seven 'Overall' Category Titles, Demonstrating its Breadth of Offering

VANCOUVER, Wash.--(BUSINESS WIRE)--Apr. 10, 2024-- ZoomInfo (NASDAQ: ZI), the go-to-market platform to find, acquire, and grow customers, was named the top Enterprise solution in 10 categories in G2's Spring 2024 Grid® Reports, which evaluate customer satisfaction and market presence across more than 1,000 categories.

Overall, ZoomInfo claimed the top spot on 29 G2 Grids among its more than 130 No. 1 rankings. ZoomInfo placed in the top 0.01% of the 130,000-plus vendors with the most No. 1 rankings in G2's Spring 2024 Reports.

"More than 35,000 companies around the world win faster by relying on ZoomInfo's modern go-to-market platform," said Kirsty O'Sullivan, ZoomInfo's Senior Vice President of Customer Experience. "With the introduction of our AI-powered ZoomInfo Copilot solution, we're sourcing key insights and delivering tailored recommendations directly to sellers, unlocking greater opportunities and even more revenue growth."

ZoomInfo was recognized as the No. 1 product in seven categories – determined by the product's ranking on a category's "Overall" Grid – which is six more than any of its competitors earned. It was the top Enterprise solution in Buyer Intent Data, Sales Intelligence, Marketing Account Intelligence, Account Data Management, Lead Intelligence, Email Verification, Visitor Identification, Lead Capture, Lead Mining, and Auto Dialer. ZoomInfo swept all four grids in the Buyer Intent, Lead Mining, and Email Verification categories.

Also of note:

- ZoomInfo appeared on 101 total grids, up from 94 in the Winter 2024 report. It also increased its presence in the Momentum Reports (27 appearances, +3) and Index Reports (328 appearances, +19).
- ZoomInfo Sales has been the No. 1 solution in the Buyer Intent Data Overall grid in each of the last 15 quarters. It also extended its streak at the top of all four Buyer Intent Data grids to seven consecutive quarters.
- ZoomInfo has led the Marketing Account Intelligence Overall grid for 14 of the past 16 quarters, going back to Summer 2020.
- For the 13th straight quarter, ZoomInfo was ranked No. 1 in the Enterprise grids for both Marketing Account Intelligence and Lead Intelligence.
- ZoomInfo climbed from third to first on the Auto Dialer Enterprise grid.
- ZoomInfo Operations appeared on at least 25 grids for the seventh straight quarter.
- Chorus by ZoomInfo appeared on 16 grids for the sixth consecutive quarter, climbing three spots in the Conversation Intelligence Enterprise grid.
- Only 4% of all products on G2 earned "Leader" recognition, an exclusive list that includes ZoomInfo Sales, ZoomInfo Operations, and Chorus by ZoomInfo. ZoomInfo products have collected more than 8,000 5-star reviews on G2, including more than 2,000 for Chorus.

The following customer reviews contributed to ZoomInfo's category leadership across G2:

- "My favorite part of ZoomInfo has to be all the new features they're rolling out that utilize AI. I use ZoomInfo on a daily basis, and my search time has been cut in half, if not more, with their new buyer group AI function." – *User, Financial Services, Enterprise*
- "I love how accurate the information is and how easy it is to access, especially when doing research on accounts before prospecting. I use ZoomInfo everyday. It helps with knowing who I am talking to, what position they hold, and who the key decision makers are in certain departments. When we started using ZoomInfo, it was easy to start implementing into our daily work habits to utilize as a valuable tool." – *Dylan D., Client Relationship Executive, Enterprise*
- "Most people probably know ZoomInfo for finding contact information for targeted prospects, but don't stop there. It becomes significantly more powerful if you put the time and effort into learning some of the more advanced capabilities, including WebSights, Intent, list management, and Workflows. Breadth and depth of customer data is outstanding – especially for mid- to large- enterprise organizations." – *Steve S., Director of Marketing & Demand Generation, Mid-Market*

The Spring 2024 Reports are based on G2's unique algorithms, which calculate 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 serves as the foundation for a successful go-to-market (GTM) program, supporting every element of sales, marketing, and operations workflows.

No. 1 Placements (29)

Buyer Intent Data
Buyer Intent Data: Enterprise
Buyer Intent Data: Mid-Market
Buyer Intent Data: Small Business
Email Verification
Email Verification: Enterprise
Email Verification: Mid-Market
Email Verification: Small Business
Lead Mining
Lead Mining: Enterprise
Lead Mining: Mid-Market
Lead Mining: Small Business
Lead Capture
Lead Capture: Enterprise
Lead Capture: Mid-Market
Lead Intelligence
Lead Intelligence: Enterprise
Lead Intelligence: Mid-Market
Marketing Account Intelligence
Marketing Account Intelligence: Enterprise
Marketing Account Intelligence: Mid-Market
Sales Intelligence
Sales Intelligence: Enterprise
Sales Intelligence: Mid-Market
Market Intelligence: Mid-Market
Market Intelligence: Small Business
Account Data Management: Enterprise
Auto Dialer: Enterprise
Visitor Identification: Enterprise

About ZoomInfo
ZoomInfo (NASDAQ: ZI) is the trusted go-to-market platform for businesses to find, acquire, and grow their customers. It delivers accurate, real-time data, insights, and technology to more than 35,000 companies worldwide. Businesses use ZoomInfo to increase efficiency, consolidate technology stacks, and align their sales and marketing teams — all in one platformZoomInfo is a recognized leader in data privacy, with industry-leading GDPR and CCPA compliance and numerous data security and [privacy certifications](#). For more information about how ZoomInfo can help businesses grow their revenue at scale, please visit www.zoominfo.com.

View source version on businesswire.com: https://www.businesswire.com/news/home/20240410948243/en/

Media
Rob Morse
Senior Communications Manager
pr@zoominfo.com

Source: ZoomInfo