



ZoomInfo Sales, ZoomInfo Marketing, and Chorus Earn 2025 Buyer's Choice Awards from TrustRadius

October 29, 2024

ZoomInfo has been recognized by its customers for offering the best capabilities, value for price, and customer relationship

Takeaways:

- TrustRadius' 2025 Buyer's Choice Awards recognize products with the best reviewer scores in categories like capabilities, value for price, and customer relationships.
- ZoomInfo Sales, ZoomInfo Marketing, and Chorus have more than 2,000 combined reviews and ratings on TrustRadius.

VANCOUVER, Wash.--(BUSINESS WIRE)--Oct. 29, 2024-- [ZoomInfo](#) (NASDAQ: ZI), the go-to-market platform to find, acquire, and grow customers, today announced that ZoomInfo Sales, ZoomInfo Marketing, and Chorus by ZoomInfo have earned 2025 Buyer's Choice Awards from TrustRadius.

The TrustRadius Buyer's Choice Awards are based entirely on vetted, unbiased customer reviews, and recognize products in which 75% of their reviewers have rated them as the best in three key areas: capabilities, value for price, and customer relationship. During the evaluation process, reviewers are asked if products and their support teams live up to expectations, and if they would buy the product again. TrustRadius users have left more than 2,000 combined reviews and ratings for ZoomInfo Sales, ZoomInfo Marketing, and Chorus by ZoomInfo.

"We're proud that our solutions are delivering at the highest level for so many of our customers," ZoomInfo SVP of Customer Experience Kirsty O'Sullivan said. "Whether you're an enterprise RevOps VP running a sales motion through ZoomInfo Sales and ZoomInfo Copilot, using ZoomInfo Marketing to run ABM plays and digital advertising for a mid-market company, or coaching your new group of SDRs with Chorus, we're here to help you grow your business. Recognition means more when it comes from loyal users sharing their positive experiences."

"ZoomInfo Sales, ZoomInfo Marketing, and Chorus winning the TrustRadius Buyer's Choice Award highlights the impact these solutions have in driving business growth and enabling teams to work smarter," said Allyson Havener, SVP of Marketing and Community at TrustRadius. "This recognition, based on authentic customer reviews, showcases how ZoomInfo empowers sales and marketing teams with actionable insights. We're excited to celebrate ZoomInfo for delivering the tools that help businesses achieve their revenue goals."

[Verified users](#) share how they value ZoomInfo's platforms:

- "We use ZoomInfo Sales to cultivate new campaign targets, as well as validate prospects that visit our site or show purchase intent. With the addition of Copilot, we can dig even deeper into specific prospect accounts and arm our sales team with background information that can help them get a foot in the door." – *Vice President, Marketing, IT services firm*
- "ZoomInfo Sales is used for identifying prospects and accounts and account intel that we want to target for demand gen and sales targeted campaigns. We also use ZoomInfo Copilot's AI features to draft automated emails and build workflows for our target accounts. We also use the 'Account fit' feature to understand which accounts in our CRM could be good fits." – *verified user*
- "ZoomInfo Marketing has given us a new way to target our decision-makers and serve them with highly personalized digital advertising across display and social media. Prior to using ZI Marketing, digital advertising felt like a waste of money - we had no way to prove that our ads were being seen by the right people, and we were constantly fighting bots and click fraud. Using ZoomInfo Marketing gives you the ability to target companies using ZoomInfo's best-in-class business intelligence, allowing us to target the right people at the right time." – *Marketing manager, IT services firm*

Learn more about how ZoomInfo's solutions provide [AI-powered selling](#), [ABM and pipeline acceleration](#), and [conversation intelligence](#).

About TrustRadius

TrustRadius is a buyer intelligence platform for business technology. We enable buyers to make confident decisions, through comprehensive product information, in-depth customer insights, and peer conversations. We help technology brands capture and activate the authentic voice of customers to improve their products, build confidence with prospects, and engage in-market buyers to improve ROI. Founded by successful entrepreneurs and headquartered in the technology hub of Austin, Texas, TrustRadius is backed by Mayfield Fund, LiveOak Venture Partners, and Next Coast Ventures.

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 platform. ZoomInfo 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/20241029501128/en/): <https://www.businesswire.com/news/home/20241029501128/en/>

Media

ZoomInfo Communications

pr@zoominfo.com

Source: ZoomInfo