



ZoomInfo Copilot Winter Release Delivers Advanced AI-Powered Signals That Take the Guesswork Out of Prospecting

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Copilot now identifies buyers of interest visiting your website, uncovers accounts engaging with marketing campaigns, and more

Takeaways:

- **Identify Buyers Visiting Your Website:** Our WebSight Buyer ID signal alerts your sellers when members of your buying group have visited your website, transforming anonymous traffic into actionable insights.
- **Receive AI-Powered Intent Recommendations:** Guided Intent takes the guessing out of which Intent topics you should track by analyzing closed/won deals in your CRM and accurately identifying the topics most associated with creating opportunities.
- **Uncover Accounts Engaging with Campaigns:** Our Account Reached Signal tells your sales team when accounts you care about are actively engaging with your brand, like who engaged with your marketing campaign or clicked on an ad.

VANCOUVER, Wash.--(BUSINESS WIRE)--Dec. 11, 2024-- [ZoomInfo](#) (NASDAQ: ZI), the Go-To-Market Intelligence platform, released a series of updates to its AI-powered ZoomInfo Copilot solution that deliver the most relevant, timely, and advanced signals and enterprise-grade data to sellers and marketers.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20241211700265/en/>



ZoomInfo's WebSight Buyer ID signal alerts your sellers when members of your buying group have visited your website, transforming anonymous traffic into actionable insights. (Graphic: Business Wire)

ZoomInfo Copilot's GTM AI connects millions of data points and the key buying signals that give users a powerful first-mover advantage. The platform's newest signals include:

- **WebSight Buyer ID:** This game-changing feature identifies high-value decision-makers or previously engaged leads visiting your website, down to the person-level, delivering real-time alerts with their name, title, and intent data. Available to U.S. customers, this unique capability transforms anonymous website traffic into actionable insights, enabling your sellers to engage the right people at the right time with tailored messaging, enhancing lead qualification, pipeline quality, and conversion speed.
- **Guided Intent:** Analyze your CRM opportunity data to identify which intent signals you should use based on those that have led you to the most closed-won deals. Applying this historical data targets prospects with a higher likelihood of buying.
- **Account Reached Signal:** Get a clear picture of accounts that are engaging with your marketing campaigns thanks to this new signal, which aligns sales and marketing teams by activating sellers on buyers that the marketing team is warming up.
- **Senior Job Posting Signals:** Find out in real time which leaders are changing jobs at more than 110 million companies in ZoomInfo's database, allowing you to accelerate sales cycles and boost win rates.
- **Person-Based News Signals:** Access to timely, specific news insights about key contacts – like high-value decision-makers – enables personalized outreach for more efficient engagement and faster pipeline progression.

"These signals are providing GTM Intelligence that makes it easier than ever for sales and marketing teams to deliver on what really matters: generating pipeline and closing deals," ZoomInfo Chief Revenue Officer James Roth said. "The feedback from our customers has been incredible. This is the future of go-to-market AI for our industry."

Advancements in our AI technology now enable more customization and integration options for enterprises within Copilot and ZoomInfo Marketing, including:

- **Customization of Account AI:** Specific CRM fields can be customized and mapped to ZoomInfo Copilot to create a comprehensive view of each account, which is critical for enterprise GTM functions. Admins can customize prompts and insights using proven sales methodologies such as MEDDIC, BANT, and Sandler to improve account planning and account handovers and help sellers deliver accurate forecasting while streamlining sales processes.
- **Integrations with TechnologyAdvice and Microsoft Dynamics:** ZoomInfo's new partnership with TechnologyAdvice helps you find and target accounts and key individuals actively researching solutions like yours, so you can reach out precisely when they're ready to buy. The new Microsoft Dynamics integration with Copilot pulls key insights from your CRM directly into ZoomInfo, ensuring your sales reps always have the full picture for every conversation.

- **Campaign Conversion Tracking:** With advancements to ZoomInfo Advertising's capabilities, marketing teams can track campaigns and concentrate outreach on people who have engaged with their campaigns. By refining future campaign targeting and optimizing ad spend, you can get the best ROI out of your marketing budget.
- **AI-Generated Talking Points in Dialer:** With sellers often pressed for time jumping from one meeting to the next, Copilot prepares them for their next meeting by displaying a set of three concise, AI-generated insights right in their Dialer, which detail the prospect, their business needs, and their pain points.
- **Automated Follow-Up Emails:** Enhanced AI-driven engagement tools allow personalized outreach at scale and timely communication that drives higher engagement conversion.
- **AI Scorecard for Chorus:** AI-generated feedback on execution of key sales skills enables easier coaching, leading to increased sales manager productivity and improved team performance.

Read the [ZoomInfo blog](#) to learn more.

About ZoomInfo

ZoomInfo (NASDAQ: ZI) is the Go-To-Market Intelligence Platform that empowers businesses to grow faster with AI-ready insights, trusted data, and advanced automation. Its solutions provide more than 35,000 companies worldwide with a complete view of their customers, making every seller their best seller. 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 with go-to-market intelligence that accelerates revenue growth, please visit www.zoominfo.com.

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