



ZoomInfo Earns 138 No. 1 Rankings in G2's Winter 2025 Reports

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Named the top product on 56 reports evaluating the best solutions for Enterprise go-to-market teams

Takeaways:

- ZoomInfo is G2's No. 1 solution on the Buyer Intent Data Overall grid, its 18th consecutive quarter atop the ranking.
- ZoomInfo placed in the top .01% of the 130,000-plus vendors on G2 with the most No. 1 rankings in the Winter 2025 Reports.
- ZoomInfo products have collected more than 8,000 5-star reviews on G2.

VANCOUVER, Wash.--(BUSINESS WIRE)--Dec. 18, 2024-- [ZoomInfo](#) (NASDAQ: ZI), the Go-To-Market Intelligence platform, earned 138 No. 1 rankings in G2's Winter 2025 Reports, which evaluate customer satisfaction and market presence across more than 16,500 products and 1,000 categories.

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ZoomInfo was named the top product on 56 reports evaluating the best solutions for Enterprise go-to-market teams. (Photo: Business Wire)

ZoomInfo's placement at the top of 56 Enterprise reports stresses the importance of go-to-market intelligence – including best-in-class data and timely, AI-ready insights – especially for those businesses with large-scale GTM teams. Real-time

data and event-triggered signals help GTM teams gain a first-mover advantage for acquiring new customers and maintain a comprehensive view of existing ones.

"More than 35,000 companies around the world counted on our Go-To-Market Intelligence to help them achieve revenue growth in 2024," said Kirsty O'Sullivan, ZoomInfo's Senior Vice President of Customer Experience. "With our ZoomInfo Copilot solution detecting key buying signals and delivering AI-powered insights, enterprise companies are unlocking greater opportunities to grow their business. We're proud to again be named one of G2's top solutions and we're excited to further elevate our customers' Go-To-Market programs in the new year."

ZoomInfo claimed the top spot on 27 Grids and was named the top Enterprise solution in [Buyer Intent Data](#), [Marketing Account Intelligence](#), [Account Data Management](#), [Lead Intelligence](#), [Market Intelligence](#), [Visitor Identification](#), [Lead Capture](#), [Lead Mining](#), and [Email Verification](#).

Also of note:

- ZoomInfo placed in the top .01% of the 130,000-plus vendors on G2 with the most No. 1 rankings in the Winter 2025 Reports.
- ZoomInfo's eight No. 1 category rankings – determined by the product's ranking on a category's "Overall" Grid – were seven more than any of its core competitors earned.
- [ZoomInfo Sales](#) has been the No. 1 solution in the Buyer Intent Data Overall grid in each of the last 18 quarters.
- ZoomInfo Sales achieved a perfect 100% user satisfaction rating for the Sales Intelligence, Account Data Management, Lead Capture, and Market Intelligence categories.
- ZoomInfo swept all four grids in the Market Intelligence and Email Verification categories.
- For the 16th straight quarter, ZoomInfo ranked No. 1 in the Enterprise grids for both Marketing Account Intelligence and Lead Intelligence.
- ZoomInfo has led the Marketing Account Intelligence Overall grid for 17 of the past 19 quarters, going back to Summer 2020.
- ZoomInfo products have collected more than 8,000 [5-star reviews](#) on G2, including more than 6,000 for ZoomInfo Sales and more than 2,000 for [Chorus by ZoomInfo](#).
- Overall, ZoomInfo products appeared on 956 reports, including 127 times across 100 Grids, and 422 appearances on 344 Index Reports.

G2's Winter 2025 Reports are based on its 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.

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

- "ZoomInfo offers strategic insights into what my buyers are looking at, shopping for, or changing in their environment, which can create opportunities for me. They have actionable information, and it's the best contact database I have used. I

pay for the custom Intent, which has allowed us to be much more granular than using Intent out of the box. So far, Copilot has been an excellent source of information.” – *Daniel, Senior Sales Director, Enterprise*

- “Having used ZoomInfo for 3+ years, it has been instrumental in helping the sales team identify ideal client contacts and our targets. Not only are we able to identify contacts, ZoomInfo’s AI has provided timely talking points and market/industry trends. This enables us to target a client’s needs faster and reduce the time spent probing and investigating. It creates credibility that engages the client and builds the relationship. Our sales team uses it everyday for gathering data and preparing for every lead and call.” – *Dawn W., Vice President of Sales, Mid-Market*
- “ZoomInfo has been an invaluable tool for our sales team. The AI-powered search functionality is a game-changer, saving us countless hours of manual research. The intuitive interface makes it easy to navigate and find the information we need. The integration with Salesforce seamlessly streamlines our workflow, enhancing productivity and efficiency.” – *Michael T., Business Development Manager, Enterprise*

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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