



ZoomInfo Recognized as the Only Vendor Positioned in the Customers' Choice Quadrant in 2025 Gartner® Voice of the Customer Report for Account-Based Marketing Platforms

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Report evaluates ABM providers on customer reviews, satisfaction & willingness to recommend

VANCOUVER, Wash.--(BUSINESS WIRE)--Jul. 9, 2025-- [ZoomInfo](#) (NASDAQ: GTM), the Go-To-Market Intelligence Platform, today announced it is the only technology provider to be recognized with a Customers' Choice distinction in the 2025 Gartner® Voice of the Customer Report for Account-Based Marketing (ABM) Platforms. The recognition reflects what the company feels is broad customer adoption and [exceptional satisfaction](#).

ZoomInfo generated the highest volume of reviews in the ABM category, and scored an impressive 4.7 average rating (out of 5.0) during the evaluation period. Gartner's Voice of the Customer Report is based entirely on customer reviews over an 18-month period, factoring in volume, diversity, satisfaction, and willingness to recommend. This peer recognition adds to the platform's other Gartner recognitions, including ZoomInfo Marketing being named as a Leader in the [2024 Gartner® Magic Quadrant™ for Account-Based Marketing Platforms](#)

[ZoomInfo Marketing](#) and [ZoomInfo Copilot](#) unify data, automation, and engagement in one place to simplify the process of executing ABM at scale. ZoomInfo customers use these solutions to run their advertising campaigns, marketing emails, and sales engagement in parallel, all driven by ZoomInfo's category-defining [Go-To-Market Intelligence Platform](#).

"Account-based marketing should never feel like guesswork. It should be precision-targeted, fully connected to sales, and driven by real intelligence—not noise," ZoomInfo Founder and CEO Henry Schuck said. "That's what we've built. And being named Customers' Choice by Gartner is the highest validation that we're solving real problems, at real scale. When your customers tell the world they trust you to power their growth—those are the moments that matter."

The following customer reviews contributed to ZoomInfo's recognition as a Customers' Choice:

- "It provides comprehensive B2B data, accurate lead intelligence and advanced prospecting tools making it a powerful platform for sales and marketing teams. Its accurate B2B data, advanced prospecting tools and seamless CRM integration helping business improve lead generation and targeted outreach with AI-driven insights." – *Principal statistical programmer, healthcare & biotech firm* ([review](#))
- "Not only is the underlying account and customer data very robust, but the platform itself streamlines my activation of this data. I like the ability to activate ABM plans. This includes arming the sales team with account-specific insights, while at the same time, I am able to execute targeted marketing campaigns." – *Head of Marketing, healthcare & biotech firm* ([review](#))

Gartner, Voice of the Customer for Account-Based Marketing Platforms, Peer Contributors, 25 June 2025.

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About ZoomInfo

ZoomInfo (Nasdaq: GTM) 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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