



## Total Economic Impact study finds ZoomInfo Delivers 316% ROI and \$7.6 Million in Benefits Over 3 Years for Enterprises, with Payback in Under 6 Months

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**Higher employee satisfaction, increased outreach response rates, faster marketing campaigns along with revenue & margins improvements just some of key benefits**

VANCOUVER, Wash.--(BUSINESS WIRE)--Dec. 4, 2025-- **ZoomInfo (Nasdaq: GTM)**, the Go-To-Market (GTM) Intelligence Platform, today announced results from a commissioned [Total Economic Impact™ \(TEI\) study conducted by Forrester Consulting](#) that examines the potential return on investment (ROI) enterprises may realize by deploying [ZoomInfo](#).

The study found that a composite company achieved a **316% ROI**, **\$7.6 million in total quantified benefits**, and **\$5.8 million in net present value (NPV)** from improved data quality, productivity, and revenue growth over three years. It also found that organizations achieved payback in fewer than six months after deploying ZoomInfo.

The Forrester study, conducted on behalf of ZoomInfo, is based on in-depth interviews with five decision-makers from ZoomInfo enterprise customers across financial services, software, technology, and payment industries. These companies identified several critical challenges faced before implementing ZoomInfo: disparate and flawed data sources, extensive manual data entry requirements, ineffective data aggregation processes, security and compliance concerns, and limited ability to generate actionable insights.

The study then examined ZoomInfo's impact on sales, marketing and revenue operations (RevOps) teams. Customers highlighted ZoomInfo's AI-powered capabilities, including [ZoomInfo Copilot's](#) natural language interface, as game-changing tools.

One technology company reported that accounts with ZoomInfo-sourced signals showed a **2.7x increase in deal size**, while another **generated \$2 million in pipeline** from a single alumni-tracking initiative in just two weeks.

### KEY FINDINGS FOR THE COMPOSITE ORGANIZATION:

- **Revenue improvement of 1.5%:** due to high-quality data, automation and AI-powered insights. This led to a **net margin improvement of \$5 million** because teams could focus more time on revenue-generating activities.
- **Enhanced personalized targeting:** improved both lead generation and conversion rates. Hyperpersonalized marketing and sales efforts generated **\$1.3 million in additional net margin** through higher-quality leads and faster sales cycles.
- **Productivity gains of \$1.1 million:** automation and data improvements allowed RevOps teams to transition to higher-value work. At the technology company, time spent on manual data entry, research and administrative tasks were **reduced by 4-5 hours per week per sales representative**.

### ADDITIONAL BENEFITS FOR INTERVIEWED CUSTOMERS:

- **Marketing campaign acceleration:** Preparation time at a payment services company reduced from 5 months to 2-3 weeks
- **Strategic account insights:** 5-10x increase in executive account briefings at a technology company
- **Global expansion:** 2-3x increase in outreach response rates in specific verticals/regions at a technology company.
- **Higher employee satisfaction:** Due to automation and ability to produce better results
- **Single source of truth:** Centralized, trusted data
- **Improved compliance and security:** Centralized access controls and encryption

"The study demonstrates how enterprise organizations are moving beyond basic data challenges to achieve measurable business outcomes," said Henry Schuck, founder and CEO of ZoomInfo. "By providing high-quality, AI-enhanced intelligence combined with powerful automation, we're enabling sales and marketing teams to work smarter, move faster and drive meaningful revenue growth."

[The Forrester Total Economic Impact™ \(TEI\) Of ZoomInfo provides a comprehensive framework to evaluate technology investments by examining benefits, costs, flexibility and risks of deploying ZoomInfo.](#)

### 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. ZoomInfo can help businesses with GTM intelligence that accelerates revenue growth, please visit [www.zoominfo.com](http://www.zoominfo.com).

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