



## ZoomInfo Leads in Evaluation of B2B Marketing and Sales Data Providers for B2B

March 16, 2026

### Key Findings:

- **Highest Current Offering Category Score & Highest Scores in 20 of 27 Criteria**
- **ZoomInfo is a top option for organizations seeking a full ecosystem provider**
- **GTM knowledge graph for data discovery and agentic AI use cases noteworthy**

VANCOUVER, Wash.--(BUSINESS WIRE)--Mar. 16, 2026-- ZoomInfo (Nasdaq: GTM), the Go-To-Market (GTM) Intelligence Platform, today announced it has been named a Leader in The Forrester Wave™: Marketing and Sales Data Providers for B2B, Q1 2026. Forrester's report noted that ZoomInfo is "setting a technology standard for data collection and identity resolution" and that "the ongoing development of a GTM knowledge graph to support data discovery and agentic AI use cases is noteworthy..." The report's vendor profile for ZoomInfo concluded: "ZoomInfo is a top option for organizations seeking a full ecosystem provider across sales and marketing."

ZoomInfo received:

- **Highest current offering category score among all evaluated vendors.**
- **Highest possible scores in 20 of 27 criteria** including data foundation, platform and ecosystem.
- **Highest possible scores across 4 criteria evaluated within the strategy category:** Vision, Innovation, Partner Ecosystem, and Supporting Services and Offerings.

According to The Forrester Wave™: Marketing and Sales Data Providers for B2B, Q1 2026 ZoomInfo "has entrenched itself as the default data provider for B2B sales ... with broader ambitions spanning all go-to-market functions..." The report further states that ZoomInfo's vision and innovation stand out, highlighted by first-to-market genAI capabilities for data capture and insight generation and backed by the largest R&D budget among those willing to disclose that investment." ZoomInfo also sees its strategy category score as a reflection of the company's ongoing investment in its GTM knowledge graph — an infrastructure layer designed to support data discovery and agentic AI use cases

"In an era where AI promises everything but delivers only as much as the data beneath it, ZoomInfo clearly set itself far apart from the competition; to us, Forrester's report has confirmed what our customers experience every day: we are the data backbone that modern GTM runs on," said Henry Schuck, CEO and Founder of ZoomInfo. "We spend nearly \$200 million a year on innovation and our data foundation. We are not just keeping pace with where GTM is headed, we believe this recognition confirms that we are setting the standard for it."

### About ZoomInfo

ZoomInfo (Nasdaq: GTM), the Go-To-Market (GTM) Intelligence Platform, enables sales, marketing, and customer success teams to execute their go-to-market strategy with confidence. Powered by the industry's most comprehensive B2B data — including more than 100 million companies, 500 million contacts, and billions of signals — ZoomInfo delivers the intelligence, automation, and integrations that modern revenue teams need to identify, engage, and convert their best buyers. For more information, visit [www.zoominfo.com](http://www.zoominfo.com).

### About the Evaluation

The Forrester Wave™: Marketing and Sales Data Providers for B2B, Q1 2026 evaluated vendors across criteria including data quality and validation processes, AI data readiness, partner ecosystem, internal data security practices and certification, privacy framework certification and transparency, and roadmap. The full report is available for access at <https://www.zoominfo.com/forrester-wave-marketing-and-sales-data-providers-for-B2B>.

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