



## ZoomInfo Ranks No. 1 in 142 G2 Spring 2026 Reports Across Sales Intelligence, Buyer Intent Data, and Lead Capture

April 16, 2026

*Recognition spans core GTM categories, reinforcing ZoomInfo's leadership across the modern go-to-market technology stack*

### Key Findings:

- **Achieved No. 1 rankings in 142 key reports including Sales Intelligence Software, Buyer Intent Data Platform, Market Intelligence and Lead Capture Software**
- **Ranked No. 1 in 45+ Enterprise reports**
- **Named a leader in 400+ reports overall**

VANCOUVER, Wash.--(BUSINESS WIRE)--Apr. 16, 2026-- ZoomInfo (NASDAQ: GTM), the all-in-one AI [GTM](#) intelligence platform, today announced it has been ranked #1 in 142 reports in G2's Spring 2026 Market Reports, while also being named a leader in more than 400 reports overall. G2, one of the world's largest and most trusted software marketplaces, evaluates products based on verified customer reviews and market presence data. ZoomInfo earned the top position across categories including Sales Intelligence Software, Buyer Intent Data Providers, Market Intelligence, and Lead Capture— reinforcing its position as the industry's most trusted and widely adopted GTM platform.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260416507537/en/>



ZoomInfo claimed the top spot on 142 G2 Spring 2026 reports.

has made one thing clear: the quality of the output is only as good as the quality of the data and context feeding it. Our leadership in both Sales Intelligence and Buyer Intent reflects the structural advantage of pairing the most comprehensive B2B dataset with a Context Graph that fuses it to each customer's first-party signals. That's the foundation every AI-powered GTM motion is going to need and our customers are telling G2 they already have it."

ZoomInfo Sales' recognition spans categories central to modern revenue teams:

- **SALES INTELLIGENCE SOFTWARE— #1 LEADER**Highest overall G2 Score (95), with a perfect satisfaction score (100), ranked above Apollo.io, LinkedIn Sales Navigator, Seamless.AI, Cognism, Lusha, and others.
- **BUYER INTENT DATA PROVIDERS— #1 LEADER**Highest G2 Score (96), outranking 6sense, Demandbase, Apollo.io, LinkedIn Sales Navigator, and Lead Forensics.
- **MARKET INTELLIGENCE —#1 LEADER** Achieved G2 Score 97 and the highest satisfaction score (99).
- **LEAD CAPTURE —#1 LEADER** Achieved G2 Score of 97 and the highest satisfaction score (94), outperforming Lusha, Salesforce Marketing Cloud, Apollo.io, Demandbase, and more.
- **ENTERPRISE GRID FOR ACCOUNT DATA MANAGEMENT —#1 LEADER** Highest G2 Score (99) with a perfect satisfaction score of 100.
- **GRID FOR MARKETING ACCOUNT INTELLIGENCE —#1 LEADER** Highest G2 Score (96) and the highest Market Presence Score (97).

ZoomInfo's leadership is driven by three pillars: (1) the industry's most comprehensive B2B data, (2) a GTM Context Graph that connects that data to each customer's first-party signals, and (3) universal access across the tools and platforms revenue teams use every day. Together, these capabilities power a unified platform that enables more effective, AI-driven go-to-market execution.

To view the full G2 Spring 2026 report results and learn more, visit: <https://company.g2.com/news/g2-spring-2026-reports>

### About ZoomInfo

ZoomInfo (Nasdaq:GTM), the all-in-one AI GTM 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).

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"Being ranked #1 across 142 G2 reports is meaningful, but what's underneath those rankings matters even more," said Dennis Sevilla, Chief Marketing Officer at ZoomInfo. "The rise of AI in go-to-market

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Source: ZoomInfo