



Nearly 100 Acquisitions, One Source of Truth: How Vensure Executes Faster With ZoomInfo

July 10, 2026

After growing through nearly 100 acquisitions, the professional employer organization traded a sprawl of disconnected CRMs and endless cleanup for one trusted source of data, and got its speed back.

VANCOUVER, Wash.--(BUSINESS WIRE)--Jul. 10, 2026-- ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, has reported that Vensure, one of the fastest-growing professional employer organizations in the United States, uses ZoomInfo to turn the data it inherits from acquisitions into a single trusted source its revenue teams can act on immediately, according to the company.

Vensure prizes what it calls violent execution: the ability to move at the drop of a hat for the businesses that trust it with payroll, benefits, HR, and compliance across the country. Nearly 100 acquisitions in a few years tested that promise. Every deal arrived with its own teams, systems, and data, until the company was running on a web of CRMs, disconnected tools, and sprawling sales motions. Reps burned hours chasing down contacts and duplicating each other's work. Marketing could not build a clean list to target. Operations was stuck cleaning up the mess. The team was, in effect, building the plane while flying it.

ZoomInfo ended the scavenger hunt. It consolidates and continuously enriches firmographic and contact data across every system the company has absorbed, so reps open their day to verified, current records instead of digging for them. They stop verifying accounts by hand and stop hunting for the right person to call. The hours that used to vanish into spreadsheets go back into selling, and the team works three steps ahead instead of catching up.

The result Vensure points to is speed and focus, not a single headline number. Managers get their time back to coach and grow their teams. And the company says clean, connected data is what lets it hit its goals and win new clients faster, turning its operations group from a bottleneck in the sales road into the thing that clears it.

Vensure treats this as a foundation, not a finish line. It is already exploring AI-powered insights to coach reps and keep sales and marketing in lockstep as it keeps acquiring and growing, and it describes the relationship as a partnership it expects to build on.

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.

Learn more at zoominfo.com.

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