



ZoomInfo Launches 'Workflows' to Automate Outbound Sales and Marketing Processes

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Company's first automation tool allows teams to streamline sales and marketing activities, increase demand, and capitalize on buying signals — all in real-time

Vancouver, WA, December 5, 2019 – [ZoomInfo](#), the global leader in go-to-market (GTM) intelligence solutions, today announced [Workflows](#), the company's first data automation tool that streamlines sales and marketing activity and effectiveness by enabling customers to deliver the right message, at the right time, to the right audience.

The introduction of Workflows marks the first major feature added to the new ZoomInfo Powered by DiscoverOrg platform released in September. The 1,000 customers on the platform can create a "workflow" to continuously identify new and existing prospects based on real-time B2B intelligence and deploy automated, timely sales and marketing campaigns.

Segmentation of audiences can be applied through intent, event, and news-based triggers, such as new technology installations, funding rounds, product launches, first- and third-party web activity, spending priorities, and other buying signals with additional company attributes. Integrations with popular sales and marketing applications give customers the opportunity to marry ongoing custom triggers with essential prospecting information from ZoomInfo and connect with potential buyers in a personalized, more efficient way.

For example, with Workflows, a customer can set multiple segments that will identify and automatically place buyer personas from companies into specific marketing campaigns or sales sequences. Parameters can be quickly set to qualify if contacts meet the criteria of a Software-as-a-Service subscription-based business, use a Customer Relationship Management (CRM) tool, and have received funding of at least \$10M or a number other trigger-based variables.

"Modern B2B buyers demand a personalized experience," said Henry Schuck, Founder and CEO of ZoomInfo. "Solely relying on standard and static company criteria to identify key prospects restricts sales and marketing's ability to meet those expectations, especially when timing is so often the difference between a deal that is won or lost."

"ZoomInfo Workflows solves this problem with features that capture dynamic buying behavior across first- and third-party channels, as its collected, along with hundreds of rules to automate as little or as much of the go-to-market motion as they'd like," explains Schuck.

[Workflows](#) is available today on ZoomInfo Powered by DiscoverOrg.

About ZoomInfo

Built over 20 years ago, ZoomInfo Powered by DiscoverOrg has become the go-to-market standard for over 13,500 companies worldwide. Designed to be the single source of truth, the ZoomInfo platform offers best-in-class technology paired with [unrivaled data coverage](#), accuracy, and depth of contacts, companies, and opportunities essential to empower sales, marketing and recruiting professionals to hit their numbers. Deeply embedded into business workflows and technology stacks — including integrations with the leading CRM, Sales Engagement, Marketing Automation, and Talent Management applications — ZoomInfo is capable of delivering more predictable, accelerated, and sustainable growth than any stand-alone solution. ZoomInfo's investors include TA Associates, The Carlyle Group and 22C Capital. For more information about our leading marketing and [sales intelligence solution](#), visit www.zoominfo.com.

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