



ZoomInfo Acquires Seattle-Area Startup Komiko to Further Automate Go-To-Market Success

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Market-Leading B2B, AI-Powered Data Platform Integrates Tools to Make GTM Intelligence Even More Actionable With Release of ZoomInfo InboxAI

Vancouver, WA, November 12, 2019 — [ZoomInfo](#), the global leader in go-to-market (GTM) intelligence solutions, today announced the acquisition of Seattle-area based technology startup Komiko, whose technology will integrate into the ZoomInfo Powered by DiscoverOrg platform. Designed to accelerate the sales pipeline with valuable analytics, Komiko's AI-powered CRM automation, playbooks, and predictive analytics will be released as ZoomInfo InboxAI.

Founded by Microsoft executives Hal Howard and Ami Heitner, Komiko utilizes machine learning and data science to better automate the CRM process. Now as a function of ZoomInfo InboxAI, the technology can capture contact and activity data buried deep in the email inboxes and calendars of sales representatives. That data is then populated within the CRM system of record — triggering alerts and generating analytics essential to supporting renewals, managing new business pipelines, and giving every organization a 360-degree view of customers, prospects, and partners.

"Organizations are realizing that how they manage and leverage data is a strategic function that can accelerate or inhibit lead, pipeline, and revenue generation," said Henry Schuck, Founder and CEO of ZoomInfo. "While our offering is a SaaS platform for GTM, we feel ZoomInfo is in the business of helping marketing and sales people hit their numbers. So when we see an opportunity to build or buy additional capabilities essential to strengthen that edge — as we did with Komiko — it's an easy decision."

With the acquisition of Komiko, ZoomInfo continues to raise the standard of delivering a product suite to optimize sales and marketing teams, leaving manual data entry as a thing of the past while capturing data necessary for accurate forecasting, improved campaign attribution, automated pipeline coaching, and enhanced opportunity predictability.

For current Komiko customers, there will be no changes to support or services for the Komiko product. Existing customers will soon experience the powerful combination of the depth of ZoomInfo data combined with the engagement insights of Komiko.

"The Komiko team is extremely happy to be joining the ZoomInfo family," said Hal Howard, co-founder of Komiko. "We are excited to present the new ZoomInfo InboxAI product offering to our combined customers. The combination of Komiko's AI and ZoomInfo's world class data assets will offer unparalleled insights and drive better results for every sales and marketing organization that adopts the platform."

Terms of the deal were not disclosed.

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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