



User Reviews Place DiscoverOrg and ZoomInfo at the Top in G2 Crowd's Summer Sales & Marketing Intelligence Reports

June 25, 2019

B2B Data Intelligence leaders jointly earn high positions for customer satisfaction and market presence

Vancouver, Wash., June 25, 2019 – DiscoverOrg's market-leading sales and marketing intelligence platforms, [DiscoverOrg](#) and [ZoomInfo](#), topped the rankings in multiple categories in [G2 Crowd's](#) Summer 2019 Grid Reports for [Sales Intelligence](#), Market Intelligence, and [Marketing Account Intelligence](#). Together, the platforms were honored with 17 top-3 category placements and were featured in 9 Grid Reports across 3 categories.

DiscoverOrg and ZoomInfo have earned a similar honor in spring 2019, marking the summer season the third consecutive season of 2019 for which the solutions were ranked best in class by G2 Crowd's Sales & Marketing Intelligence Reports.

DiscoverOrg and ZoomInfo joined forces in February 2019, and together, offer the highest quality, quantity, and depth of B2B insights available in the market.

The Summer 2019 Grid® Reports are based on a unique algorithm that calculates in real-time customer satisfaction and market presence scores. The outstanding results, based on user reviews as well as data aggregated from online sources and social networks, demonstrate the critical and lasting need for deep data accuracy and broad coverage among marketing and sales teams.

"The most informed, and as a result, the best business decisions depend on reliable, accurate data to back up the decisions and strategies that follow," says DiscoverOrg and ZoomInfo CEO Henry Schuck. "Even more, without accurate company, contact, technographic, funding, and intent data, companies are at a disadvantage when going to market. Our consistent ranking at the top of the G2 crowd reports shows that we not only deliver that to our customers, but we deliver it consistently and with increasing accuracy and actionability."

Collectively, DiscoverOrg and ZoomInfo have earned #1 or #2 rankings for the following: Marketing Account Intelligence, Marketing Account Intelligence: Enterprise, Marketing Account Intelligence: Mid-Market, Market Intelligence, and Market Intelligence: Small Business, Sales Intelligence, Sales Intelligence: Enterprise, Sales Intelligence: Mid-Market, and Sales Intelligence: Small Business.

"Rankings on G2 reports are based on data provided to us by real users," said Michael Fauscette, Chief Research Officer, G2 Crowd. "We are thrilled to share the achievements of the products ranked on our site because they represent the voice of the user and offer valuable insights to potential buyers everywhere."

About ZoomInfo

[Zoom Information Inc.](#) (ZoomInfo) brings together data and technology to drive the revenue engine. Backed by the most comprehensive [B2B contact database](#) in the market, ZoomInfo combines user behaviors, business data, and artificial intelligence to streamline the sales workflow and deliver revenue results. For more information, visit www.zoominfo.com, demo our data dashboard, or call 866-904-9666.

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About DiscoverOrg

Whatever your next stage of growth, [DiscoverOrg](#) will get you there faster. Growthbound organizations depend on DiscoverOrg's deep B2B intelligence to drive their sales, marketing and recruiting activities. Our award-winning solutions provide a stream of accurate and actionable company and contact insights that can be used to find, connect with and sell to target buyers and hires more effectively – all integrated into the leading CRM, Sales Engagement and Marketing Automation Tools on the market. DiscoverOrg's biggest differentiator is the combination of proprietary technology, tools and integrations with a layer of human-verification that allows us to deliver the highest guaranteed accuracy of any B2B provider in the market. Visit www.discoverorg.com.

Grid Results Summary:

In G2's Summer Grid Reports, DiscoverOrg and ZoomInfo were featured in 9 Grids across the following 3 categories:

1. Sales Intelligence
2. Market Accounting Intelligence
3. Market Intelligence

DiscoverOrg and ZoomInfo were featured in 9 Grid Reports across 3 categories and earned 17 top-3 category placements

- #1 Placements
 - ZoomInfo: 5

- #2 Placements
 - ZoomInfo: 4
 - DiscoverOrg: 5
- #3 Placements
 - DiscoverOrg: 3

DiscoverOrg and ZoomInfo Grid Placements for Summer 2019

Sales Intelligence

#2 ZoomInfo

#3 DiscoverOrg

Sales Intelligence: Enterprise

#2 ZoomInfo

#3 DiscoverOrg

Sales Intelligence: Mid-Market

#2 ZoomInfo

#3 DiscoverOrg

Sales Intelligence: Small Business

#2 ZoomInfo

#4 DiscoverOrg

Marketing Account Intelligence

#1 ZoomInfo

#2 DiscoverOrg

Marketing Account Intelligence: Enterprise

#1 ZoomInfo

#2 DiscoverOrg

Marketing Account Intelligence: Mid-Market

#1 ZoomInfo

#2 DiscoverOrg

Market Intelligence

#1 ZoomInfo

#2 DiscoverOrg

Market Intelligence: Small Business

#1 ZoomInfo

#2 DiscoverOrg