



DiscoverOrg and ZoomInfo Launch Data Enrichment Product to Power Better Business Decisions

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Enrich Makes All Sales and Marketing Databases More Complete and Accurate

Vancouver, Wash., May 1, 2019 – [DiscoverOrg](#) and [ZoomInfo](#), two companies who joined together to power the leading B2B intelligence platforms, today announced the launch of Enrich. The new product allows sales and marketing professionals to have instant, ongoing enrichment of their contact and account database with the most accurate and comprehensive B2B data. Enrich is immediately available to all DiscoverOrg and ZoomInfo customers.

Inaccurate and incomplete data cripples sales and marketing efforts. As the problem of information decay continues to escalate, Enrich delivers automatic, ongoing data enrichment and cleansing enabling sales and marketing professionals to focus on driving growth – not keeping their data up to date.

“Good data drives good business decisions, while bad data results in costly business decisions. It’s literally that simple,” says Henry Schuck, DiscoverOrg Co-Founder and CEO. “With immediate and ongoing access to correct, complete and consistent information, wherever that data lives, Enrich makes it easy for our customers to focus on what they do best: selling and marketing with confidence.”

Enrich gathers and appends data on over 200 data fields across company, contact and technographic attributes to enable:

- Shorter web forms and higher conversion rates
- Improved customer segmentation and personalized targeting
- Improved connection rates with access to more direct-dial phone numbers
- Enhanced sales targeting with improved territory management
- Deeper customer insights to uncover upsell opportunities and churn risks

Enrich funnels data and insights to every touchpoint of the sales and marketing organization through integrations with such popular tools as Salesforce, Marketo, Hubspot, Eloqua and Dynamics. For more information, visit zoominfo.com/content/data-enrichment

About ZoomInfo

[Zoom Information Inc.](#) (ZoomInfo) brings together data and technology to drive the revenue engine. Backed by the most comprehensive [business 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.

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.

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