



## ZoomInfo and DiscoverOrg Named Leaders in G2 Crowd's Spring Sales & Marketing Intelligence Reports

April 1, 2019

*B2B Intelligence leaders jointly earn top positions from satisfied customers*

**VANCOUVER, Wash., April 01, 2019** (GLOBE NEWSWIRE) —[DiscoverOrg's](#) market-leading sales and marketing intelligence platforms, DiscoverOrg and [ZoomInfo](#), topped the rankings in multiple categories in [G2 Crowd's](#) Spring 2019 Grid Reports for [Sales Intelligence](#), Market Intelligence, and [Marketing Account Intelligence](#). Together, the platforms earned 17 top-3 category placements across those 3 Grid Reports.

DiscoverOrg acquired ZoomInfo in February 2019, and together, offer the highest quality, quantity, and depth of B2B insights available anywhere.

The Spring 2019 Grid® Reports are based on a unique algorithm that calculates in real-time customer satisfaction and market presence scores. Over 45,000 software companies were included in the review. The stellar results, based on user reviews, demonstrate the critical need for deep, accurate data and broad coverage among marketing and sales teams.

"We consistently hear that our customers don't want to compromise coverage or quality when it comes to sales and marketing data," says DiscoverOrg CEO Henry Schuck. "Bringing together DiscoverOrg and ZoomInfo created a single B2B data company that meets the needs of all go-to-market teams, and there is no better validation of our mission than these incredible G2 Crowd customer reviews."

ZoomInfo earned #1 rankings for Enterprise Sales Intelligence, Marketing Account Intelligence, Market Intelligence, Marketing Account Intelligence Usability, and a host of implementation and relationship matrices. DiscoverOrg is #1 for Mid-Market Marketing Account Intelligence, Mid-Market Relationship Index for Marketing Account Intelligence, and the Implementation Index for Small Business Market Intelligence.

"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 [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.

### Media Contacts

Anna Fisher  
VP of Marketing  
617.826.2501  
[pr@zoominfo.com](mailto:pr@zoominfo.com)

### 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](#).

### G2 Crowd Reports: Spring 2019

#### Grid Results Summary:

ZoomInfo and DiscoverOrg were featured in 9 Grid Reports

#### #1 Placements

ZoomInfo: 5

#### #2 Placements

ZoomInfo: 4, DiscoverOrg: 4

#### #3 Placements

DiscoverOrg: 4

### G2 Grid Reports

#### Sales IntelligenceSales Intelligence

#2 ZoomInfo

#3 DiscoverOrg

#### Sales Intelligence: Enterprise

#1 ZoomInfo

#3 DiscoverOrg

**Sales Intelligence: Mid-Market**

#2 ZoomInfo

#3 DiscoverOrg

**Sales Intelligence: Small Business**

#2 ZoomInfo

#3 DiscoverOrg

**Implementation Index**

**Implementation Index for Sales Intelligence**

#7 ZoomInfo

#13 DiscoverOrg

**Implementation Index for Sales Intelligence: Mid-Market**

#4 ZoomInfo

#5 DiscoverOrg

**Implementation Index for Sales Intelligence: Small Business**

#2 ZoomInfo

#4 DiscoverOrg

**Implementation Index for Marketing Account Intelligence**

#1 ZoomInfo

#2 DiscoverOrg

**Implementation Index for Marketing Account Intelligence: Enterprise**

#1 ZoomInfo

#2 DiscoverOrg

**Implementation Index for Marketing Account Intelligence: Mid-Market**

#1 DiscoverOrg

#2 ZoomInfo

**Relationship Index**

**Relationship Index for Sales Intelligence**

#19 DiscoverOrg

#20 ZoomInfo

**Relationship Index for Sales Intelligence: Enterprise**

#1 ZoomInfo

#3 DiscoverOrg

**Relationship Index for Sales Intelligence: Mid-Market**

#7 DiscoverOrg

#8 ZoomInfo

**Relationship Index for Sales Intelligence: Small-Business**

#7 DiscoverOrg

#13 ZoomInfo

**Relationship Index for Marketing Account intelligence**

#3 DiscoverOrg

#5 ZoomInfo

**Relationship Index for Marketing Account Intelligence: Mid-Market**

#1 DiscoverOrg

#2 ZoomInfo

**Relationship Index or Marketing Account Intelligence: Enterprise**

#1 ZoomInfo

#2 DiscoverOrg

**Relationship Index for Market Intelligence**

#1 ZoomInfo

#2 DiscoverOrg

**Results Index**

**Results Index for Sales Intelligence**

#7 ZoomInfo

#20 DiscoverOrg

**Results Index for Sales Intelligence: Mid-Market**

#3 ZoomInfo

#7 ZoomInfo

**Results Index for Sales Intelligence: Small-Business**

#3 ZoomInfo

#7 DiscoverOrg

**Results Index for Marketing Account Intelligence**

#2 ZoomInfo

#3 DiscoverOrg

**Results Index for Marketing Account Intelligence: Mid-Market**

#2 DiscoverOrg

#3 ZoomInfo

**Usability Index**

**Usability Index for Sales Intelligence**

#12 ZoomInfo

#20 DiscoverOrg

**Usability Index for Sales Intelligence: Mid-Market**

#8 ZoomInfo

#10 DiscoverOrg

**Usability Index for Sales Intelligence: Small-Business**

#4 ZoomInfo

#5 DiscoverOrg

**Usability for Marketing Account Intelligence:**

#1 ZoomInfo

#2 DiscoverOrg

**Usability for Marketing Account Intelligence: Enterprise**

#1 ZoomInfo

#2 DiscoverOrg

**Usability for Marketing Account Intelligence: Mid-Market**

#1 ZoomInfo

#2 DiscoverOrg