



## ZoomInfo Recognized by TrustRadius with 2020 Top Rated Award in Marketing Intelligence Software

June 30, 2020

*Marks The Platform's Second TrustRadius Top Rated Award of 2020*

VANCOUVER, Wash.--(BUSINESS WIRE)--Jun. 30, 2020-- [ZoomInfo](#), a global leader in go-to-market intelligence solutions, today announced that it has been recognized by TrustRadius with the 2020 Top Rated Award for Marketing Intelligence Software. With nearly 600 verified ratings and reviews and a trScore of 8.3 out of 10, ZoomInfo earned its second Top Rated Award of the year, having previously won in the [Sales Intelligence Software category](#) in March.

"To be considered 'best in class' in multiple disciplines is a special honor, especially because these awards are determined by customer feedback," said Chris Hays, ZoomInfo's Chief Revenue Officer. "We're always listening to our customers and striving to deliver the exact go-to-market solutions required to run efficient and effective marketing campaigns. It's encouraging to receive confirmation from marketers that we're exceeding their expectations and helping them to generate new leads."

Hear from these [verified users](#) about how much they value ZoomInfo:

- "ZoomInfo is fantastic for lead generation activities in sales and marketing for mid-market to enterprise accounts." – Brian Wiese, Mid-Market Segment Leader at ProviderTrust, a healthcare data and technology company that provides healthcare for patients, providers, and payors.
- "ZoomInfo is great in the ABM sense, when you have highly targeted parameters for companies you are targeting. It quickly identifies these companies and makes it easy to search by the desired characteristics." – Jace Anderson, Business Development at Acro Media, a full service web design and software development company.

Since 2016, the TrustRadius Top Rated Awards have become the industry standard for unbiased recognition of B2B technology products. Based entirely on customer feedback, they have never been influenced by analyst opinion or status as a TrustRadius customer. The criteria, methodology, and scoring that TrustRadius uses to determine TopRated winners is detailed [here](#).

To learn more about how ZoomInfo's [marketing intelligence solutions](#) can help businesses find and convert ideal customers faster – and help marketing teams hit their number – please visit [www.zoominfo.com](http://www.zoominfo.com).

### About ZoomInfo

ZoomInfo (NASDAQ: ZI) is a Go-To-Market Intelligence Solution for more than 15,000 companies worldwide. The ZoomInfo platform empowers business-to-business sales, marketing, and recruiting professionals to hit their number by pairing best-in-class technology with [unrivaled data coverage](#), accuracy, and depth of contacts. With [integrations](#) embedded into workflows and technology stacks, including the leading CRM, Sales Engagement, Marketing Automation, and Talent Management applications, ZoomInfo drives more predictable, accelerated, and sustainable growth for its customers. For more information about our leading Go-To-Market Intelligence Solution, and how it helps [sales](#), [marketing](#), and [recruiting](#) professionals, please visit [www.zoominfo.com](http://www.zoominfo.com).

### About TrustRadius

TrustRadius is the customer voice and insights platform that helps tech buyers make great decisions, and helps technology vendors acquire and retain great customers. Each month, over half a million B2B technology buyers use over 222,000 verified reviews and ratings on [TrustRadius.com](http://TrustRadius.com) to make informed purchasing decisions. Headquartered in Austin, Tex., TrustRadius was founded by successful entrepreneurs and is backed by Next Coast Ventures, Mayfield Fund, and LiveOak Venture Partners.

View source version on [businesswire.com](http://businesswire.com): <https://www.businesswire.com/news/home/20200630005585/en/>

### ZoomInfo

Rob Morse  
Manager, Communications  
541-556-9387  
[pr@zoominfo.com](mailto:pr@zoominfo.com)

Source: ZoomInfo