



ZoomInfo Acquires Clickagy to Deliver Streaming Intent Data

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Artificial Intelligence-Powered Intent Enables Sellers and Marketers to Engage with Prospects and Customers at the Opportune Moment

VANCOUVER, Wash.--(BUSINESS WIRE)--Oct. 15, 2020-- [ZoomInfo](#) (Nasdaq: ZI), a global leader in go-to-market (GTM) intelligence solutions, today announced that it has acquired [Clickagy](#), a leading provider of artificial intelligence-powered buyer intent data. Along with this acquisition, ZoomInfo is launching [Streaming Intent](#), an innovative solution that identifies companies with above-average search volume on business-to-business (B2B) topics within minutes of their web activity.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20201015005600/en/>

As ZoomInfo continues to enhance its comprehensive go-to-market intelligence platform, the acquisition of Clickagy provides sellers and marketers with streaming behavioral intent data that is expansive and customizable. Using an advanced natural language processing engine which correctly identifies context, Clickagy's technology delivers stronger, more reliable intent signals in real time. Clickagy's extensive database gathers [intent data](#) from over 300,000 publisher domains and includes 6 trillion-plus new keyword-to-device pairings each month, sourced from over 91 percent of accessible devices in the United States.

Innovation in the B2B intent landscape has lagged behind the business-to-consumer landscape for much of the past decade. Most B2B intent solutions today rely on the same set of underlying data generated by limited media cooperators and third-party cookie tracking. Existing offerings only provide weekly batches of buyer intent on a finite number of topics because of heavy data processing that takes days to complete, negating opportunities to reach buyers at the opportune moment. Other solutions offer late-stage intent, where vendors have already been identified, and it is too late for the addition of competing solutions.

By integrating Clickagy into its best-in-class platform, ZoomInfo will process and provide timely insights to inform sales and marketing professionals when to best engage with prospects and customers. Combining a robust intent product with the insights from ZoomInfo's superior business data allows companies to get in front of prospects and customers when their solutions are top of mind. ZoomInfo was recently ranked No. 1 for [Buyer Intent Data Tools](#) by G2 Crowd and the acquisition further strengthens ZoomInfo's ability to innovate and give customers a competitive edge.

"B2B intent data is becoming core to the way modern go-to-market organizations prioritize their outreach to prospects and customers," said Henry Schuck, ZoomInfo's Founder and CEO. "Our acquisition of Clickagy enables us to scale intent to provide what will soon be the market's most predictive and complete B2B intent data set for sellers and marketers. We believe this acquisition both exemplifies our mission to continuously innovate and cements our position as the pacesetter for data-driven sales and marketing outreach."

Founded in early 2013 and based in Atlanta, Georgia, Clickagy is a leading provider of artificial intelligence-powered buyer intent data. Leveraging advanced natural language processing and artificial intelligence, the company brings new audience customization and visibility to sellers and marketers. Clickagy provides a complete end-to-end solution that collects, processes, and delivers accurate intent data in real time.

"We're very excited to join ZoomInfo, and we're very impressed with ZoomInfo's rapid growth," said Harry Maugans, Clickagy's Founder and CEO. "Robust business data has always been the biggest hurdle keeping us from offering a transformative B2B product, but now with ZoomInfo, we're giving sellers and marketers the ability to further propel their go-to-market motions more effectively and efficiently."

The entire Clickagy team is joining ZoomInfo, including Maugans, who will serve as Vice President, Product Management.

Financial terms were not disclosed. The acquisition is not expected to have a material impact on the fourth quarter financial results for ZoomInfo.

Read Henry Schuck's blog on the [acquisition of Clickagy](#).

About Clickagy

Clickagy is a leading provider of artificial intelligence-powered buyer intent data. Leveraging advanced natural language processing and artificial intelligence, the company brings new audience customization and visibility to sellers and marketers. Clickagy provides a complete end-to-end solution that collects, processes, and delivers accurate intent data in real time. For more information, visit www.clickagy.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 company and contact information. 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.

Forward-Looking Statements

This press release contains “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. Actual results may differ materially from those expressed or implied by these statements. You can generally identify our forward-looking statements by the words “anticipate,” “believe,” “can,” “continue,” “could,” “estimate,” “expect,” “forecast,” “goal,” “intend,” “may,” “might,” “objective,” “outlook,” “plan,” “potential,” “predict,” “projection,” “seek,” “should,” “target,” “trend,” “will,” “would” or the negative version of these words or other comparable words. Any statements in this press release regarding the anticipated benefits of the Clickagy acquisition to ZoomInfo and its customers, the potential impact of the Clickagy acquisition on ZoomInfo’s financial results, and any other statements that are not historical facts are forward-looking statements. Such forward-looking statements are subject to various risks, uncertainties, assumptions, or changes in circumstances that are difficult to predict or quantify. Accordingly, there are or will be important factors that could cause actual outcomes or results to differ materially from those indicated in these statements. These factors include, but are not limited to, the extent to which ZoomInfo is able to successfully integrate Clickagy into its current platform and capitalize on the anticipated benefits of the acquisition, as well as other factors described under “Risk Factors” in ZoomInfo’s quarterly report on Form 10-Q for the period ended June 30, 2020. Each forward-looking statement contained in this press release speaks only as of the date of this release, and ZoomInfo undertakes no obligation to update or revise any forward-looking statements whether as a result of new information, future developments or otherwise, except as required by law.

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