



## ZoomInfo Ranks First in 22 Grids in G2's 2021 Winter Grid Reports

December 17, 2020

*For Third Consecutive Quarter, Named No. 1 Enterprise Solution in All Three of Sales Intelligence, Market Intelligence, and Marketing Account Intelligence*

VANCOUVER, Wash.--(BUSINESS WIRE)--Dec. 17, 2020-- [ZoomInfo](#) (NASDAQ: ZI), a global leader in go-to-market intelligence solutions, today announced that it has earned a company-record 22 No. 1 rankings in G2's Winter 2021 Grid Reports. The company claimed at least one No. 1 ranking in eight different disciplines, including four-way sweeps of Lead Capture, Market Intelligence, and [Marketing Account Intelligence](#).

ZoomInfo appeared on a total of 37 G2 Grid Reports, its highest total ever, surpassing the previous mark of 32, which was set one period earlier in [Fall 2020](#). Its 22 best-in-class placements were three more than its prior record of 19 in Fall 2020.

Demonstrating its versatility as both a lead enrichment tool and a sales and marketing intelligence solution, ZoomInfo expanded to a record 11 different sections. After appearing in five new sections last quarter, the company made its debut in the Recruiting Automation section in the Winter 2021 Grid Reports. Also of note:

- ZoomInfo earned at least 10 No. 1 rankings for the third consecutive quarter, a streak during which it has averaged 17 top placements.
- ZoomInfo maintained the top spot in both the overall and mid-market grids of Marketing Account Intelligence for the 11th consecutive quarter.
- For the third straight quarter, ZoomInfo was listed as the No. 1 Enterprise solution in all three of the [Sales Intelligence](#), Market Intelligence, and Marketing Account Intelligence sections.
- In addition to maintaining its 19 first-place listings from last quarter, ZoomInfo moved into the top spot in three more: Lead Capture (enterprise), Account Data Management (enterprise), and Email Verification (small business).
- ZoomInfo topped LinkedIn Sales Navigator in the Enterprise Sales Intelligence grid for the sixth consecutive quarter.
- ZoomInfo matched or improved its ranking in all 32 grids in which it appeared last quarter (Fall 2020).
- In its first appearance in the grid, ZoomInfo was named the No. 2 solution for AI Sales Assistant at the enterprise level.

The Winter 2021 Grid® Reports are based on G2's unique algorithm, which calculates customer satisfaction and market presence scores in real-time. Based on user reviews and data aggregated from online sources and social networks, ZoomInfo's [high placement](#) in these categories underscores the ways in which best-in-class data feeds every step of a [sales and marketing professional's workflow](#), and reveal the need for an automated pathway to go-to-market intelligence.

### **No. 1 Placements (22)**

Lead Capture

Lead Capture: Enterprise

Lead Capture: Mid-Market

Lead Capture: Small Business

Market Intelligence

Market Intelligence: Enterprise

Market Intelligence: Mid-Market

Market Intelligence: Small Business

Marketing Account Intelligence

Marketing Account Intelligence: Enterprise

Marketing Account Intelligence: Mid-Market

Marketing Account Intelligence: Small Business

Email Verification

Email Verification: Mid-Market

Email Verification: Small Business

Lead Mining

Lead Mining: Mid-Market

Lead Mining: Small Business

Sales Intelligence: Enterprise

Sales Intelligence: Small Business

Account Data Management: Enterprise

Buyer Intent Data Tools

### **No. 2 Placements (7)**

Account Data Management

Account Data Management: Mid-Market

Account Data Management: Small Business

AI Sales Assistant: Enterprise  
AI Sales Assistant: Small Business  
Sales Intelligence  
Sales Intelligence: Mid-Market

**Other Placements (8)**

Recruiting Automation  
Recruiting Automation: Mid-Market  
Recruiting Automation: Small Business  
Visitor Identification  
Visitor Identification: Mid-Market  
Visitor Identification: Small Business  
AI Sales Assistant  
AI Sales Assistant: Mid-Market

**No. 1 Placements by Quarter**

Winter 2021: 22  
Fall 2020: 19  
Summer 2020: 10  
Spring 2020: 7  
Winter 2020: 8  
Fall 2019: 8  
Summer 2019: 5  
Spring 2019: 5  
Winter 2019: 3

**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. ZoomInfo emphasizes GDPR and CCPA [compliance](#). In addition to creating the industry's first proactive notice program, the company is a registered data broker with the states of California and Vermont. Read about ZoomInfo's commitment to [compliance, privacy, and security](#). 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).

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