



## ZoomInfo Partners with Snowflake to Centralize and Streamline Data Delivery

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*Customers Can Use Snowflake's Data Cloud to Integrate ZoomInfo's Data into Their Tech Stack, Driving Insights at Scale*

VANCOUVER, Wash.--(BUSINESS WIRE)--May 19, 2021-- [ZoomInfo](#) (NASDAQ: ZI), a global leader in go-to-market intelligence solutions, today announced a partnership with [Snowflake](#), the Data Cloud company, in which ZoomInfo will join Snowflake Data Marketplace to centralize and streamline data delivery. Customers can now use Snowflake's platform to integrate ZoomInfo's industry-leading company and business contact data into their technology stacks—with no additional integration or extract transform load required—and generate insights at scale.

Data is constantly changing, and what is accurate one day is outdated the next. Nearly 30 percent of personnel [change jobs each year](#), and companies are always evolving in some manner. Sellers and marketers need a seamless way to accurately capture, unify, and share that data. Those that don't take action to stay connected to this ever-changing business landscape put themselves at risk of disengaged audiences, missed opportunities, and lost revenue.

"With Snowflake Data Marketplace, we can not only deliver our updated intelligence more promptly, but also integrate our best-in-class data into Snowflake's single, integrated platform for seamless access across organizations," said Henry Schuck, ZoomInfo Founder and CEO. "Customers also leverage our data to solve complex business problems like buyer propensity modeling, sales territory planning, analysis of total addressable markets, and master data management."

Joint customers can leverage prebuilt ZoomInfo data sets in Snowflake Data Marketplace or work with ZoomInfo's Data Services team to create custom data sets that meet their specific needs. Customers have more than 300 data attributes to choose from to help them identify their ideal buyers. They can target companies based on firmographic details like revenue, employee size, industry, and location, as well as events like funding rounds, product launches, M&A transactions, buying intent signals, additions of new technologies, and executive hires.

"This partnership can deliver data accuracy with near-instant updates," said Chris Degnan, Snowflake's Chief Revenue Officer. "As a result, ZoomInfo's data sets can help enterprises develop their business intelligence strategies with exactness. Together, ZoomInfo and Snowflake can help companies improve their data delivery from the cloud and power their go-to-market motions more effectively."

ZoomInfo ensures accuracy of its data over time with real-time updates, eliminating data decay with continuous enrichment services directly within Snowflake. ZoomInfo prioritizes GDPR and CCPA compliance, and maintains its rigorous data privacy and security practices through all data provided via partnerships.

For more information, visit the [ZoomInfo and Snowflake landing page](#).

### About ZoomInfo

ZoomInfo (NASDAQ: ZI) is a Go-To-Market Intelligence Solution for more than 20,000 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. 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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