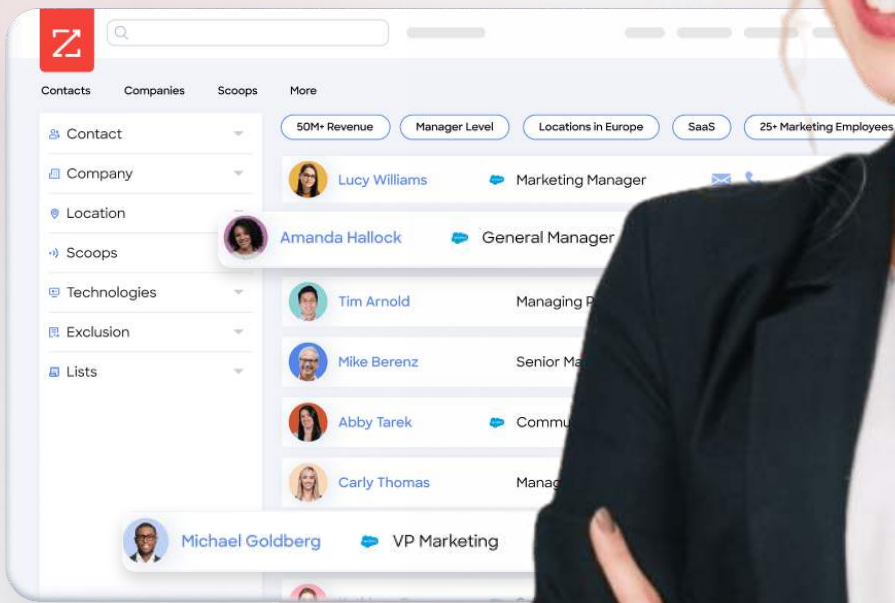


All About Zoominfo





ZoomInfo is a leading business intelligence and data intelligence platform that revolutionizes how businesses, companies, and organizations find, connect, and engage with their target audience. Founded in the year 2007 by Henry Schuck, as ZoomInfo Technologies Inc., it is often mistaken for the video conferencing platform called Zoom that boomed during the COVID-19 pandemic.

Their mission is “unlock actionable business information and insights to make organizations more successful.” They also work towards providing businesses with accurate and up-to-date information on companies and professionals within the requested industry specification. ZoomInfo’s commitment to data accuracy and quality is a hallmark of its service through the words of its conversations and testimonials. With seamless integration with popular CRM and marketing automation platforms, it allows streamlined workflows, ensuring sales and marketing teams to access ZoomInfo’s data within their existing systems.

ZoomInfo, with its features, is an invaluable tool for businesses seeking to enhance their sales and marketing strategies. Robust features, extensive databases, and dedication to data accuracy being their motto have led to them forging meaningful connections with their target audience.



ZoomInfo Unmasked

Founder: Henry Schuck

CEO: Henry Schuck

CFO: Cameron Hyzer

Contact Details: 800-914-1220 | www.zoominfo.com

Headquarters Address: 805 Broadway Street, Suite 900,
Vancouver, Washington, 98660

Size: 3,500+ employees

Revenue: US\$1.07 billion (FY 2022)

Top Competitors: DataCaptive/ Dun & Bradstreet /
Lead411 / Salesgenie / HG Insights



1. Professional+

This is ZoomInfo's basic plan with a wide variety of tools and capabilities. The cost amounts to \$15,000 per year. If your business is a small startup, ZoomInfo may be too expensive unlike a few of its top competitors.

However, the plan provides a free trial so that you can use the site risk-free before making a purchase.

2. Advanced+

This includes every feature of the Professional+ plan, along with improved data elements and insights for quicker results. The pricing of the Advanced+ and Elite+ plans are unclear

3. Elite+

The Elite+ package is a top-of-the-line marketing solution which offers real-time buying intent signals, automation for typical sales tasks, contact tracking, and AI-generated target customer profiles.

Premium features, however, cost a premium. For a personalized price for the Elite+ plan based on your needs, you'll need to get in touch with the sales staff.



Core Values of ZoomInfo

- > We Are Difference Makers
- > We Are One Team, One Dream
- > We Define New Possibles
- > We Get Stuff Done
- > Our Bar Is High
- > We are Customer Focused



What industry does ZoomInfo serve?

ZoomInfo operates predominantly in the business information and data intelligence and software-as-a-service industry. By providing services and solutions that help organizations access accurate and up-to-date information on companies and professionals, their purpose remains purely facilitation of business. They deal with sales prospecting, lead generation, market research, competitor analysis, and targeted marketing campaigns.

Their database, however, deals with various industries globally but is not limited to healthcare, technology, retail, manufacturing, and professional data services. ZoomInfo caters to both B2B and B2C sectors of business.

Overall, its presence spans across various industries, and its services are applicable to companies and businesses in diversified fields that require and demand reliable business information and data intelligence to drive sales, growth strategies, and marketing.



How Does ZoomInfo Work?

The databases available with ZoomInfo are compiled from various sources, such as public records, annual reports, and websites. They are also known to use web scrapping as an approach to gain data from the internet for databases.

This information is put through verification and segregation, after which they are organized and made available through their ZoomInfo platform. Using the advanced search criteria, users can filter their search criteria, such as companies, industries, and more.

Here is a high-level overview of how ZoomInfo works:



Data Collection and Aggregation



Data Cleaning and Validation



Database Organization



Advanced Search Capabilities



Company Profiles Building



Contact Information Availability



Integration with CRM and Marketing Tools



Regular Data Updates



Subsidiaries of ZoomInfo

- > We Define New Possibles
- > RingLead
- > Datanyze
- > NeverBounce
- > EverString Technology
- > Komiko
- > Insent
- > Clickagy
- > Chorus.ai

TIMELINE:



Our Data:

120M+ Contact Profiles	46M+ Direct Dials	14M+ Companies	50M+ Contact Events Daily
80M+ Direct Emails	4.5M+ C-level Contacts	38M Online Sources Scanned Daily	300+ Researchers and Data Scientists



Final Notes....

Hopefully, you've developed an understanding about what ZoomInfo is, its benefits, and some of its drawbacks. Use this infographic to choose the best data provider for your requirements. Be it ZoomInfo, DataCaptive, or HG Insights.

 +1(800) - 523 - 1387

 +1 21-3325-6554

 connect@datacaptive.com