

The World's Best Data

ZoomInfo sets a new standard for data, covering the largest number of companies, delivering the highest accuracy, and uncovering the greatest depth of signals per company

ZoomInfo's data platform uses machine learning and artificial intelligence (AI) to constantly discover, profile, and monitor companies. Like a living organism, our platform learns and grows. And with the power of scale computing, it moves at the pace of millions of humans working in unison.

With ZoomInfo, sales teams can accelerate their prospecting and account research. Marketers can instantly map and prioritize their total addressable market, and quickly pull in companies that should be prospects but aren't yet in their database. Operations and analytics teams can access the most comprehensive data sets. And together, they can land more and better deals faster.

Coverage and Accuracy

With ZoomInfo, you no longer have to choose

Historically you have been forced to choose between data coverage and accuracy. Legacy data vendors which focus on accuracy can only do so for a small number of companies because they rely on humans for data collection and cleaning. And legacy data vendors which focus on coverage can't deliver accuracy at scale.

Key Benefits

- Automate company research and prospecting
- Access intelligence on every company
- Discover high-fit accounts
- Industry-leading accuracy, coverage, and depth
- Data is 'living' and always up-to-date
- Intuitive, self-service interface

With ZoomInfo you don't have to compromise. ZoomInfo uses deep learning and artificial intelligence to achieve unparalleled accuracy and scale.

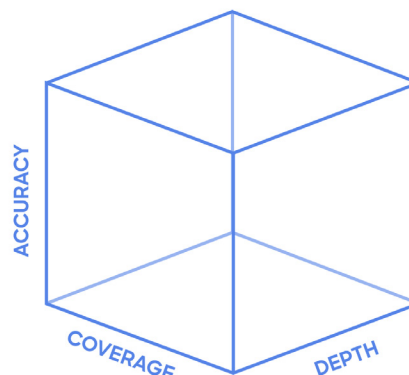
Deep Intelligence on Every Business

ZoomInfo captures 20,000 unique signals per company and keeps data current by scouring the web with the capacity of 1,000,000 humans, by creating new data through machine learning, and by ingesting data from every relevant source. When the platform encounters something it's unsure about, it deploys parallelized human workers through a proprietary Human Intensive Task (HIT) system. This enables the platform to teach itself anything it doesn't already know. Once it learns, it never forgets.

Always Up To Date

When you purchase data from antiquated sources, its quality is decaying from day one. By connecting to ZoomInfo's live data, your sales, marketing and operations systems can be constantly refreshed and forever up-to-date.

The Three Dimensions of Data



ZoomInfo Data Platform

Automated AI and Machine Learning

- Fully automated model-building and feature selection
- Similar company graph
- Proprietary keywords
- Deep industry classification (NAICS/ SIC, etc.)
- Natural Language Processing (NLP)

Flexible Data Ingestion

- Crawled
- Purchased
- Machine learning-created
- Human-cleaned
- Internal customer
- Any

Massive-Scale Web Crawling

- Proprietary crawling infrastructure
- Capacity equal to 1,000,000 humans
- Endlessly scalable
- Self-healing
- Diverse company data including websites, job postings, news, funding, technology usage, and team profiles

Human Intensive Task (HIT) System

- Proprietary, scalable crowd worker management platform
- Transparency into worker and task-level accuracy, pace, and cost
- Creates pristine training data for machine learning



Sales and Marketing Use Cases



Accelerated Pipeline Creation

Rapidly build closeable pipeline at scale



AI-Assisted Prospecting

Find relevant companies and contacts in seconds



Intent Monitoring

Identify companies that are actively researching your products, services and competitors



Database Expansion

Grow your database with net-new, high-fit companies and contacts



Pipeline Prioritization

Focus your team's time and resources on the prospects that matter most



Sales and Account Intelligence

Access insights, contacts, firmographics, technographics, and intent for every company



Account-Based Marketing and Sales

Automate target account selection, and customize outreach by account and person



Total Addressable Market (TAM) Mapping

Map your TAM and discover relevant companies that aren't in your database, but should be

Enable Operations and Risk Management

Industry Classification

The highest accuracy available for NAICS, SIC and custom industry codes, and unsurpassed granularity

Company Growth Indicator

Automated identification of growth trends for every company through machine learning and comprehensive data

Predictive Risk Modeling

Fully-automated machine learning and predictive risk scoring to support credit and insurance underwriting

Company Stability Indicator

Automated stability and instability assessment for every company through machine learning and comprehensive data.



What customers are saying

“ZoomInfo helped us connect with the companies and people that matter most to us. As a result our teams are more targeted and more efficient.”

Selom Harry Azuma

Director of Business & Product Strategy

Staples



JPMORGAN
CHASE & CO.



What could you do with the world's best data?

Visit zoominfo.com/solutions/data-as-service to get started.



About ZoomInfo

ZoomInfo (NASDAQ: ZI) is a leader in modern go-to-market software, data, and intelligence 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 software, data, and intelligence, and how they help sales, marketing, and recruiting professionals, please visit www.zoominfo.com.

