ZoomInfo Intent

Target prospects actively seeking a solution like yours

A majority of B2B buyers do research online when seeking solutions, and the content they consume demonstrates their intent to purchase, giving you a strong signal that they are in the market for your solution, right now.

ZoomInfo Intent analyzes online content consumption to surface companies with the highest intent to buy along with the B2B topics of greatest and most recent interest. By leveraging these buying intent signals, your go-to-market (GTM) teams gain the upper hand, focusing efforts on prospects you know are in the market for solutions like yours to drive greater and faster business growth.

The ZoomInfo Intent Difference

ZoomInfo Intent is the only real-time buyer intent solution seamlessly integrating intent-to-buy signals with market leading B2B contact data in a unified platform.

GTM teams can identify accounts with the highest likelihood to buy, then leverage in-platform workflows and integrations to immediately take action, reaching ready-to-buy accounts first and with little effort.

Unrivaled Coverage

Tracking across more data sources than anyone on the market to offer unmatched company and consumption coverage

90%

of Accessible Devices
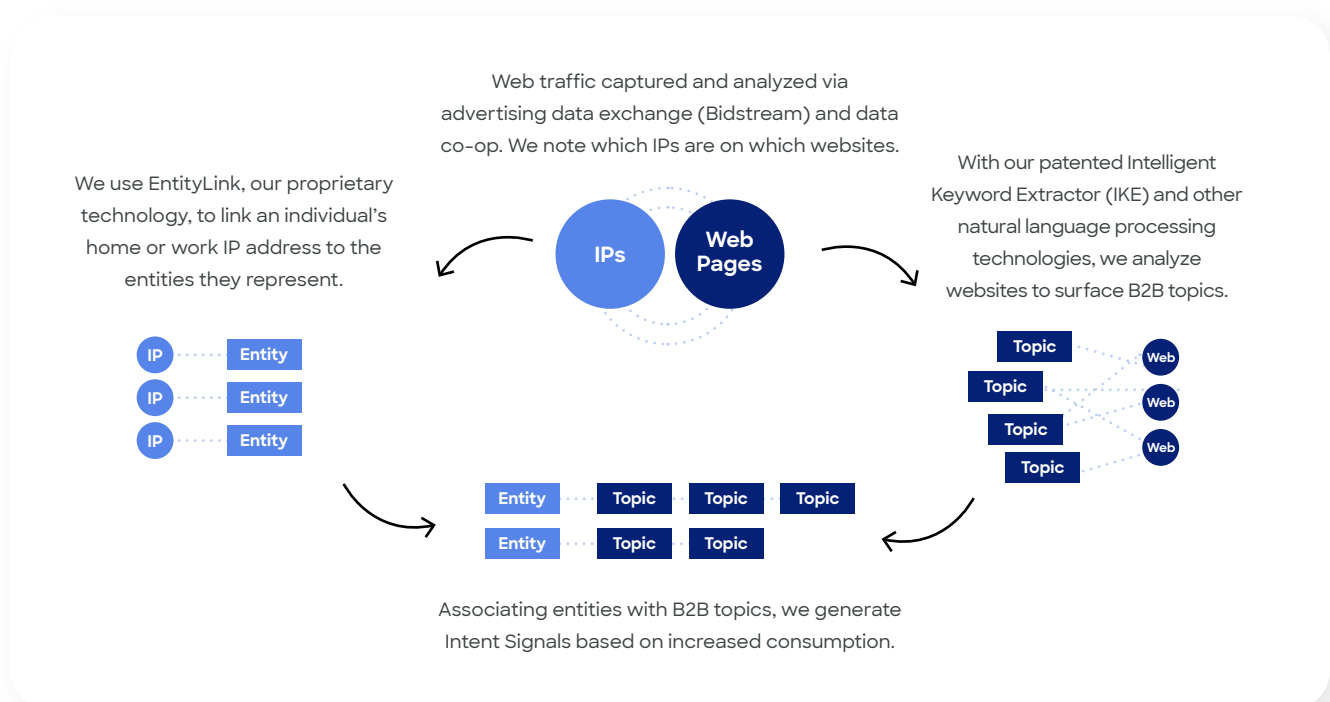
1T+

Keyword-to-device pairings/month

300K+

Publisher Domains

How ZoomInfo Intent Works

Intent surfaces relevant and timely intent insights at the company level through capturing and analyzing large volumes of web traffic data and employing proprietary technology.

Web traffic captured and analyzed via advertising data exchange (Bidstream) and data co-op. We note which IPs are on which websites.

We use EntityLink, our proprietary technology, to link an individual's home or work IP address to the entities they represent.

With our patented Intelligent Keyword Extractor (IKE) and other natural language processing technologies, we analyze websites to surface B2B topics.

IPs Web Pages

IP · · · Entity
IP · · · Entity
IP · · · Entity

Topic
Topic
Topic
Topic

Web
Web
Web

Entity Topic Topic Topic
Entity Topic Topic

Associating entities with B2B topics, we generate Intent Signals based on increased consumption.

The data sources driving ZoomInfo's intent data do not rely on cookies, and customers are able to select the frequency of updated intent data that best matches their needs (weekly, daily or real-time Streaming Intent). Customers select the B2B topics most relevant to their business for surfacing intent signals, and for customers seeking to monitor concepts more uniquely tied to their business, we offer the option to create Custom Topics.

> "
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> ## We recently closed 3 opportunities in half the time of our typical sales cycle.
>
> Why? Because we got in front of interested buyers before our competitors could. We captured their attention and delivered value at exactly the right time. Access to ZoomInfo's Streaming Intent is like having a superpower."
>
> **Erwin van der Vlist,**
> Founder & CEO, Speakap

Key Benefits

Cast the widest net, with unrivaled data coverage

Capturing and analyzing web traffic from the widest array of sources on the market, we apply our patented technologies to surface highly relevant B2B topics mapped to business entities. You get the most expansive view of online content consumption.

Be the first to connect with interested buyers

Leverage the only real-time intent data on the market to proactively reach out to warm prospects—based on their interest in your solution. Forrester research shows that being the first vendor to engage a prospect and guide the solution evaluation process results in a 74% win rate.

Take immediate action within an integrated platform

Reach out to prospects using ZoomInfo's B2B contact data—in platform, right at your fingertips. Or, use in-platform Workflows to push intent data into your CRM, assign tasks to team members, or set up notifications so you can act on timely insights. With an integrated solution like ZoomInfo, you go from insights to action in a snap.
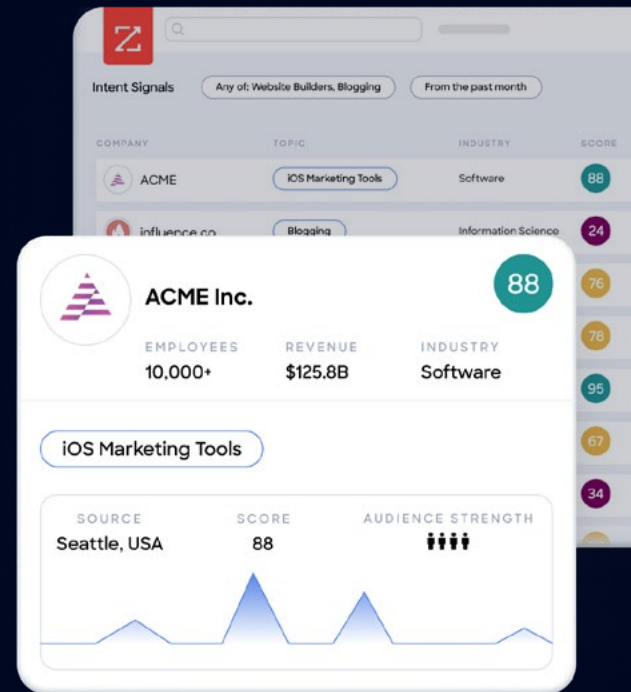
About ZoomInfo

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.