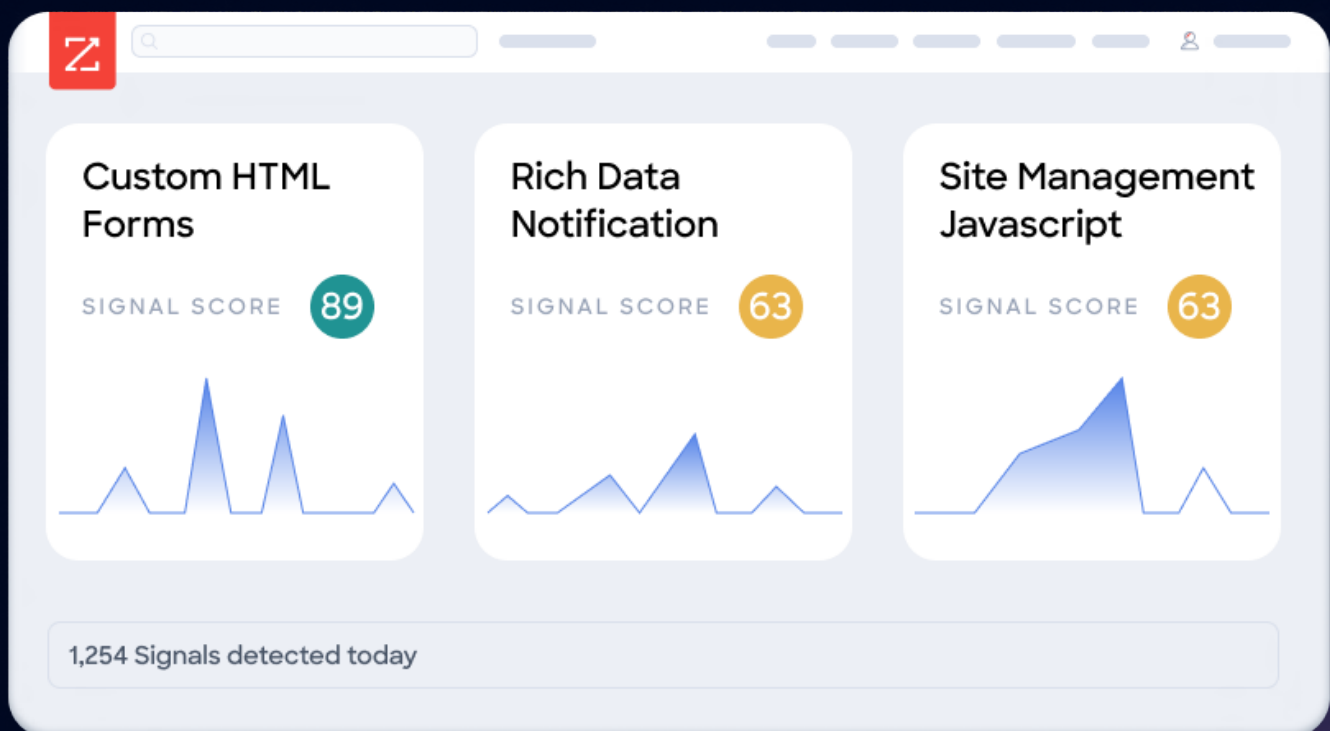# ZoomInfo for Sales

The right fuel for your go-to-market machine

ZoomInfo for Sales allows you to find buyers based on your Ideal Customer Profiles (ICP), advanced company attributes, and the most accurate contact information in B2B—all in one place. Identify your next customer using data-driven insights and buying signals that reveal companies that are ready to buy.

Historically, many sales teams conduct their sales activities in disparate systems. Now, you can do the majority of your sales activities, from prospecting to account management, within the ZoomInfo platform.

Features of ZoomInfo for Sales

ZoomInfo has the richest intelligence of business companies and contacts in the world. But it's also far more than that. Here are five powerful capabilities you can access within ZoomInfo:

- Identify and reach prospects at the beginning of their buyer's journey by tracking companies researching solutions like yours across the web with **ZoomInfo Intent**.

- Uncover which companies are visiting your website with **ZoomInfo WebSights**.

- Automate your sales plays with **ZoomInfo Workflows**.

- Access ZoomInfo insights anywhere you go with **ZoomInfo ReachOut** and the **Mobile App**.

- Automatically export to your CRM with our **marketplace of integrations**, including HubSpot, Marketo, Salesforce, and more.
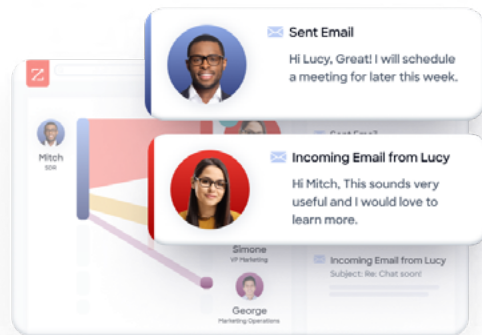
Benefits

Advanced contact and company search

ZoomInfo's database includes 130+ million contacts and 95+ million companies, with millions of updates being made daily. In other words, we're making updates to our data every second of every day. Use 300+ company attributes to create a tailored list of high-value companies to target. On a contact level, you can view direct-dial phone numbers (including mobile numbers), email addresses, details about job responsibilities, professional certifications and accolades, work experience, education, web mentions, and even links to social media profiles.

With ZoomInfo, you can get prospecting insights about B2B companies you can't find anywhere else. You can access org charts, technographics, employee and revenue growth rates, Scoops, News, and more.

Accelerated sales engagement

Accelerate your sales engagement with ZoomInfo Engage. Engage is a sales engagement platform designed for smarter and more efficient prospecting and selling. Engage integrates natively with ZoomInfo's B2B database, so users can prospect and reach out from within ZoomInfo for Sales.

With Engage, you can automate and optimize communications, enable account-based selling, and analyze and track engagement. Plus, you can use the Engage Chrome extension to view contacts lists, click to dial or email, see engagement history, and pull contacts directly from ZoomInfo or any Salesforce page.

Your success fuels ours

> "We have very aggressive revenue growth targets. And so far, **we have absolutely needed ZoomInfo** in order to meet and exceed those goals."

zoom

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G2 Marketing Account Intelligence — Mid Market — SUMMER 2021

G2 Sales Intelligence — SUMMER 2021

G2 Sales Intelligence — Enterprise — SUMMER 2021

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 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.