

ZoomInfo for the Demand Generation Marketing Professionals

Five-Second Overview

ZoomInfo helps demand gen marketing professionals achieve their most pressing objectives: drive awareness and leads for their company's products and services. Experts in the industry for over 15 years, ZoomInfo's database leverages over 125+ million contacts and 19+ million company profiles. The company's intelligent Growth Acceleration Platform dynamically helps demand gen pros to significantly grow their business and drive awareness by identifying, connecting with, and engaging with more of the right buyer personas.

Why ZoomInfo's Data Matters

ZoomInfo scales sales and marketing strategies and connects marketing pro with ideal customers, faster. ZoomInfo combines the most comprehensive and actionable B2B database with integrated tools to help demand gen marketers jump-start growth and maximize profitability. ZoomInfo's continuously updated database enables marketing pros to increase lead qualification rates and execute more effective marketing campaigns with access.

From robust integrations with popular CRM and marketing automation solutions to tools that enhance productivity and efficiency, ZoomInfo's dynamic data platform optimizes your demand gen initiatives for ongoing success.

By incorporating ZoomInfo's transparent, data-driven technology, you're ready to grow your existing database and increase conversions throughout the entire cycle; driving brand awareness and revenue in the process.

ZoomInfo's Coverage

125M+

Contacts profiles

19M+

Company profiles

68M+

Email addresses to match your list with

60,000+

Scoops published monthly to help build in-depth campaigns



Marketing was able to provide sales with the leads and contact information they needed and fast. If you are going to go through the trouble of running a lead generation program, you need to make sure your sales team can continue the conversation. **Kate Sarkissian, Senior Manager, Database Marketing, Brainshark**