

FormComplete

A pain point for marketers lies in choosing the number of fields to include in an online form. In most circumstances, more fields means gathering more valuable data. However, the time required for manual entry and the invasiveness of asking for more details often results in less submissions or complete abandonment. So, how do B2B marketing professionals find the right mix? **Enter ZoomInfo's FormComplete**

How It Works

Thanks to FormComplete, ZoomInfo has taken away the stress of gathering full contact profiles on your targeted prospects via asking through online forms. After a visitor's email address has been entered, ZoomInfo works instantly towards finding a matched record within the database of over 125 million business contacts. FormComplete then will automatically fill-in information into the remaining form fields. Visitors can correct information, if needed, then simply submit – making the process simpler, faster, and more effective.

Business Benefits

- ✓ Avoid wasting a prospect's time with long online forms
- ✓ Turn website visitors into conversions – faster than ever before
- ✓ Utilize form fields (some possibly hidden) of appended data for more efficient territory alignment, segmentation, and scoring at the time of form submission
- ✓ Nurture leads and start to grow your revenue channels more effectively with improved insights into prospects and their companies
- ✓ Get higher form conversion rates and better data for your sales force follow-up

125M+

Contact records

19M+

Company records

30+

Data points

