

# ZoomInfo for the Marketing Operations Professional

## Five-Second Overview

ZoomInfo helps marketing ops professionals achieve some of their most pressing objectives: monitor and maintain database quality to improve segmentation and measurement. Experts in the industry for over 15 years, ZoomInfo's database leverages over 12 million company profiles, 43 million direct dials, and 68 million business emails. The company's Growth Acceleration Platform dynamically helps marketing ops cleanse, organize and evolve their database into a valuable portal that supports marketing and sales initiatives.

## Why ZoomInfo's Data Matters

ZoomInfo gives you more accurate marketing data, and then it puts that data to work – fast. ZoomInfo's real-time data cleansing tools help marketing ops organize their customer-base by target market or account type to develop and execute segmented campaigns that speak to specific industries or personas. ZoomInfo's data appends your existing database into a marketing and sales data powerhouse that allows sales and marketing to work together; finding, engaging and tracking more opportunities that create profitable growth.

“The accuracy of ZoomInfo data is unmatched, and it has fueled greater success for C-Level and our clients,” said Jay Flanagan, Lead Generation Manager, at C-Level Connections. “We now consider ZoomInfo a fundamental investment for our organization.”

From robust integrations with popular CRM and marketing automation platforms to tools that protect your data's integrity, ZoomInfo's dynamic data platform for better, data-driven marketing is always at your fingertips. By incorporating ZoomInfo's transparent engagement methodology, you're ready to fill the holes in your existing database and ensure incoming (and outgoing) data is always current and correct.

## ZoomInfo's Coverage

**43M+**

Direct dials

**127M+**

Contacts

**12M+**

Company Profiles

**68M+**

Email Addresses