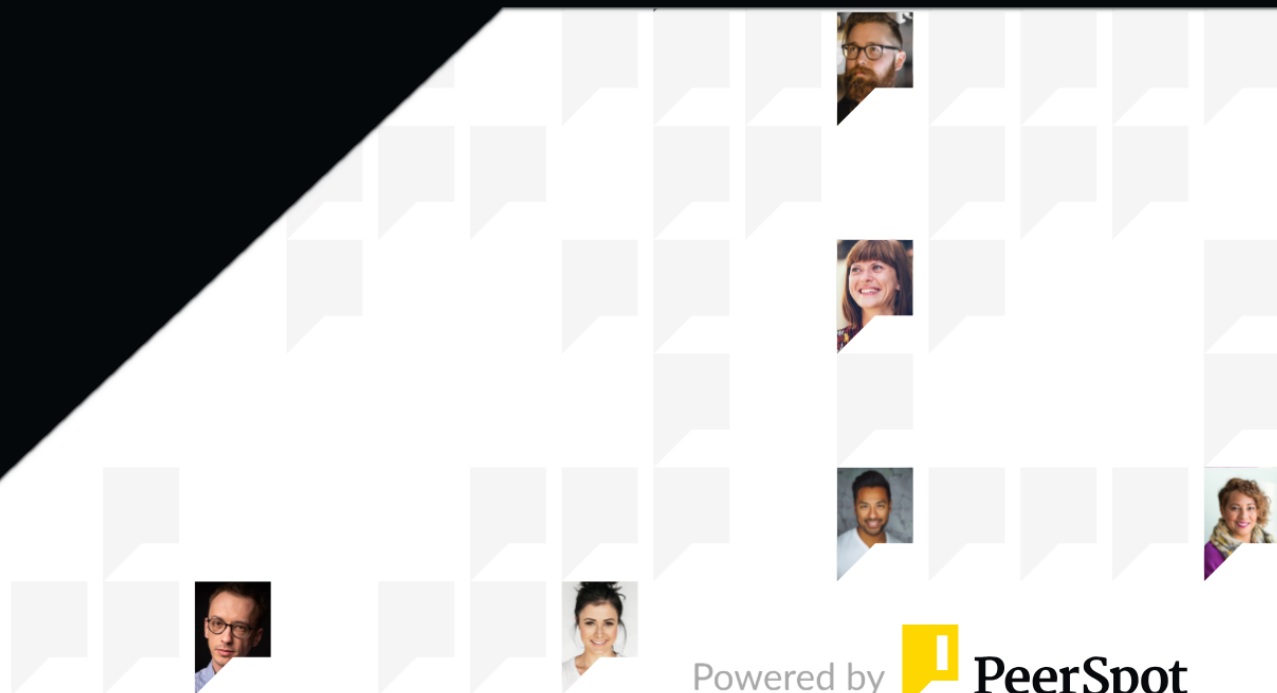


aws marketplace

ZoomInfo

Reviews, tips, and advice from real users



Powered by  **PeerSpot**

Contents

Product Recap..... 3 - 4

Valuable Features..... 5 - 11

Other Solutions Considered..... 12 - 13

ROI..... 14 - 15

Use Case..... 16 - 20

Setup..... 21 - 22

Customer Service and Support..... 23 - 25

Other Advice..... 26 - 28

Trends..... 29 - 30

About PeerSpot..... 31 - 32

Product Recap



ZoomInfo

ZoomInfo Recap

ZoomInfo offers robust features such as customizable filters, accurate contact data, and seamless CRM integrations, enhancing prospecting capabilities and business processes.

ZoomInfo empowers organizations by providing real-time updates and comprehensive search options tailored for specific roles and industries. The tool is highly valued for its integration with platforms like LinkedIn and SalesLoft, which enriches marketing initiatives and assists in managing account-based prospecting effectively. Despite its high 99% data accuracy rate, there are areas for enhancement, particularly in Europe and the Middle East. Adding user-friendly and affordable options could make it more attractive to smaller companies. Addressing data accuracy and ensuring better integration with other tools remains a potential growth area.

What are the primary features of ZoomInfo?

- Customizable Filters: Target specific roles and industries with precision.
- Accurate Contact Information: Access reliable email and phone details.
- Real-Time Data Updates: Stay informed with the latest data.
- CRM Integrations: Streamline processes with seamless CRM connections.
- Advanced Search Options: Efficiently discover and target prospects.
- Organization Hierarchy: Understand organizational structures for better targeting.

What benefits should users look for when reviewing?

- Efficiency in Prospecting: Save time with integrated prospecting tools.
- Revenue Growth: Enhance marketing efforts leading to increased revenue.
- Data Accuracy: Reliable data supports better decision-making.
- Enhanced Marketing Capabilities: Utilize intent data for improved targeting.

In industries like sales and marketing, ZoomInfo is implemented to support prospecting and lead generation efforts. Businesses leverage its filtering and integration features to obtain vital contact information and set email alerts for industry developments. It aids outbound marketing by effectively managing account-based prospecting and providing insights into visitor tracking and intent data.

Valuable Features

Excerpts from real customer reviews on PeerSpot:



“Overall, it is a great tool, very easy to use, user-friendly, and cost-effective.”



Pomom Alice

Digital Marketing Manager at KPMG



“ZoomInfo has positively impacted my organization by enabling us to easily get the correct buyer persona and correct buyer details, so it saves us a lot of time.”



Verified user

Director at a consultancy with 10,001+ employees



“ZoomInfo has impacted my organization positively because with our new partnership, we were able to add thousands of contacts that we never would have had otherwise, and it's been huge on getting our messaging out and really been the backbone behind our marketing.”



Trent Conley

Head of Marketing at a tech company with 51-200 employees

- ✓ “Before using ZoomInfo, my experiences with other apps left me with no clients, outdated information, and zero responsiveness, and after switching to ZoomInfo, I closed three deals on the first day and suggested my company encourage all interns and my team to use ZoomInfo for lead generation, which saved us time and improved our client acquisition significantly.”



Shreya Mangla

Consultant at a consultancy with 51-200 employees

- ✓ “The best features that ZoomInfo offers include the integration with LinkedIn which is one of the best features because that means when I'm prospecting and researching, I can easily find the right contacts.”



Daniel Mitchell

Manager at PeerSpot

- ✓ “ZoomInfo's data refreshment helps overcome those issues. Overall, it's very user-friendly in terms of filtering and data accuracy.”



Deepak Kenguva

Senior Manager, Marketing Operations at Ethos



“We can easily find the data we need on ZoomInfo, which is why I like it. It has 99 percent accuracy. ZoomInfo almost always provides accurate data for specific roles and markets.”



UjjwalKumar2

Market Research Associate at Jasper Colin Research Pvt Ltd

What users had to say about valuable features:

“In my opinion, the best features ZoomInfo offers are industry-specific searches, qualified contact information, a full listing of potential targets, and seamless integrations.

“Using ZoomInfo has positively impacted my organization by helping us expand our sales pipeline, find companies relevant to our size, and shorten the time representatives spend searching for contact data from forty percent to ten percent..”

Pomom Alice

Digital Marketing Manager at KPMG

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“All of the features that ZoomInfo offers are good. If I get the correct email ID and correct the title of the person, that is very helpful to identify the correct buyer person. I find the information to be mostly accurate, around 99.9%.

“ZoomInfo has positively impacted my organization by enabling us to easily get the correct buyer persona and correct buyer details, so it saves us a lot of time. By using ZoomInfo to find buyer personas, I estimate we save around 10 to 20 hours per week..”

Verified user

[Read full review](#) 

Director at a consultancy with 10,001+ employees

For our small use case, the best feature ZoomInfo offers is pulling contact information, and from what I've seen, the information is normally pretty accurate.

When I say the contact information is accurate, I find that it definitely saves outbound approach or accuracy because if the contacts aren't accurate, the emails we send are going to bounce and it's going to affect our reputation score, and obviously the message won't get to the intended person.

“ZoomInfo has impacted my organization positively because with our new partnership, we were able to add thousands of contacts that we never would have had otherwise, and it's been huge on getting our messaging out and really been the backbone behind our marketing. .”

Trent Conley

[Read full review](#) 

Head of Marketing at a tech company with 51-200 employees

“The best features that ZoomInfo offers include the integration with LinkedIn which is one of the best features because that means when I'm prospecting and researching, I can easily find the right contacts. I also love the feature that enables me to see who's more likely to respond via email or via call. It's not always 100% accurate but it helps me level up and do the right method of outreach to the right person.

“Additionally, I love the integration features that I can easily integrate with the software that I need such as SalesLoft, so I can quickly import the contacts.

“ZoomInfo positively impacts my organization because it helps us do prospecting which in turn helps us get meetings, opportunities and revenue..”

Daniel Mitchell

Manager at PeerSpot

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“The best features ZoomInfo offers include the accuracy of the email addresses and phone numbers in the catalog, where there were hardly any contacts that were not related to the person, as most contacts were useful.

“Most of the time the accuracy is definitely there, although there are instances where it was a company number rather than the actual person, and some information was outdated, such as when the person's name or information reflects someone who has already retired from the company, yet the system still listed that information. However, overall, the contacts we received were accurate and helpful for my team to acquire clients.

“ZoomInfo has positively impacted my organization because of the contacts and information it presents. If it had outdated information like other apps, it would not be beneficial, but the information provided on ZoomInfo exceeded my expectations, leading to profit generation for us.

“Before using ZoomInfo, my experiences with other apps left me with no clients, outdated information, and zero responsiveness. After switching to ZoomInfo, I closed three deals on the first day and suggested my company encourage all interns and my team to use ZoomInfo for lead generation, which saved us time and improved our client acquisition significantly..”

Shreya Mangla

Consultant at a consultancy with 51-200 employees

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“The best features ZoomInfo offers include prospect call numbers, account-based prospecting and insights, integration with other systems, prospect contact information, and positioning with each company. I love the advanced search option which allows us to narrow down search results.

“I find myself using all of the features the most because they are very helpful and robust as they provide detailed company information where we are able to look at that company and know what we will do after that. ZoomInfo provides prospect contact information and position with each company. It provides advanced search options which allow us to narrow down search results easily and make data-driven decisions easily.

“Tracking people movement is easy, and Account IQ on accounts most likely to engage is very good.

“ZoomInfo has positively impacted our organization since we started using this tool by streamlining potential contacts in our organization. It speeds making contact by providing accurate email and phone numbers. It fits into our sales pipeline by transferring data directly to Pipedrive.

“Since using ZoomInfo, we have seen an increase in our sales campaign by fifty percent. We also achieve better account booking targets. The intent-based approach gives us better conversion..”

Votoc Maisha

Digital Marketing Manager at Swissport Brasil Ltda.

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Other Solutions Considered

“Lusha is cheaper, but ZoomInfo has more contacts. Other tools I have used include integrations with CRMs. Lusha has a free version and a gradual upgrade option..”

Sonu Thomas

Operations Manager at Cognitive Global

[Read full review](#) 

“Previously, I utilized Google Maps Extractor to gather information, followed by purchasing old data from Instagram, and later using snov.io, which did not provide adequate results. I switched to ZoomInfo due to its comprehensive data organization and ease of access..”

Shreya Mangla

Consultant at a consultancy with 51-200 employees

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“Before ZoomInfo, I previously used Sales Navigator, which had a steep learning curve for those not technically savvy, and that is one reason we switched from it. It was also very expensive and had poor customer support, as it took a long time to reply to our queries..”

Pomom Alice

Digital Marketing Manager at KPMG

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“Before choosing ZoomInfo, we evaluated other options as an organization. We looked at things such as Lusha. However, I'm not the decision maker, so this wasn't a decision that I made. That was done by senior management..”

Daniel Mitchell

Manager at PeerSpot

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“The main thing my company chose ZoomInfo for is compliance. We have a lot of partners, but compliance is the main issue, where the UK market is the most restrictive. We don't want to end up losing our tool or paying fines if they complain about receiving emails. There are a lot of tools, but compliance is the big issue.

And the data that's available in ZoomInfo is more than their competitors. LinkedIn Sales Navigator also has good data, but it depends on pricing and data availability. We use LinkedIn to manually capture data, but it's not the same. They don't provide it. We manually go to them and grab their data, so that is different.

ZoomInfo has GDPR-compliant data where you can directly communicate with the audience. So that's why we are good with the compliance process..”

Deepak Kenguva

Senior Manager, Marketing Operations at Ethos

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ROI

Real user quotes about their ROI:

I would say I've seen a return on investment; I probably can't give you a number, but it's been huge because we're able to get contacts that we can email and outreach that we didn't have before.

Trent Conley

Head of Marketing at a tech company with 51-200 employees

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“I've seen a return on investment with ZoomInfo because it definitely saves me hours of work when I'm prospecting in terms of the ability to quickly get the data and import it where I need..”

Daniel Mitchell

Manager at PeerSpot

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“I have seen a return on investment; in five months, our database of accurate and relevant data on prospects to buy has grown fourfold. Additionally, we have increased our sales, made more money, achieved greater productivity, and improved focus on who is searching for and buying my products..”

Pomom Alice

Digital Marketing Manager at KPMG

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Use Case

“My main use case for ZoomInfo is to help me with prospecting into accounts and getting contact information. It also enables me to quickly import contacts into SalesLoft..”

Daniel Mitchell

Manager at PeerSpot

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“My main use case for ZoomInfo is to get the buyer details like the email ID. If I need to sell my software services to, let's say, Samsung, I find out who is the appropriate manager there and, if I get the same, I can put that in ZoomInfo and get the contact details..”

Verified user

Director at a consultancy with 10,001+ employees

[Read full review](#) 

My main use case for ZoomInfo is pulling contacts for outbound marketing campaigns.

For our recent partnership with AWS Marketplace, I used ZoomInfo to pull certain contacts that matched our target ICP of job titles and companies, and then I implemented that into our outbound marketing.

“I just use ZoomInfo for pulling contacts that we don't have in our current database. .”

Trent Conley

Head of Marketing at a tech company with 51-200 employees

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“My main use case for ZoomInfo is finding information about targeted companies, client information, and their revenue based on industry while working in a service consulting company. This allows us to identify people working in specific industries so that we can contact them and reach them with our services to generate profit.

“A specific example of using ZoomInfo for this purpose occurred when I logged in to the database, clicked on the filters, and found data for a specific industry such as healthcare. I focused on proper location and company revenue, reaching out to the main CEO and founder of the company. This allowed me to obtain entire information including contact information, email addresses, and phone numbers so we could directly mail them or reach out to them.

“I also made entire lists of segments by targeting specific industries such as healthcare or IT, categorizing client data by sorting all emails and phone numbers, running AI calls on the contact numbers, and executing mail campaigns on the email addresses. This facilitated our communication and replies through the information retrieved from ZoomInfo..”

Shreya Mangla

Consultant at a consultancy with 51-200 employees

[Read full review](#) 

“Our main use case for ZoomInfo Sales allows us to prospect much more efficiently, utilizing their database as well as enabling our outbound motion to be much more efficient. ZoomInfo is by far the most robust tool that can be used alongside LinkedIn Sales Navigator to increase the results of our sales team. Every successful company I've worked for utilizes ZoomInfo Sales.

“In my day-to-day work, ZoomInfo is a great tool for outbound and deal acceleration. It allows us to contact other stakeholders and helps us prioritize our project or initiative to them. I use it to enhance our sales prospecting efforts, improving lead nurturing, and streamlining sales outreach. It helps to address the problem of finding and engaging with the right point of contact efficiently by providing detailed company and contact information. I use it daily to research potential clients and begin the client nurturing process to pass on to our sales team.

“I love the advanced search option which allows us to narrow down search results easily, making decisions easier and finding what we want faster..”

Votoc Maisha

Digital Marketing Manager at Swissport Brasil Ltda.

[Read full review](#) 

“My main use case for ZoomInfo is prospecting, which has been a useful tool to bring in new leads.

“For prospecting with ZoomInfo, I have been able to target specific industries and have found the right contact based on their position in the company. I would also like to be able to do more, such as a more detailed search based on the company's location, including searching specific suburbs in my area. Additionally, this tool has helped us find the right decision-makers along with their email and phone numbers. We also use it to track website visitors and utilize intent data to see if prospects are looking for our services.

“In terms of how I use ZoomInfo or how it fits into my workflow, it provides good information for commercial businesses, and it is also accurate for other entities. Overall, it is a great tool, very easy to use, user-friendly, and cost-effective.

“Additionally, pulling information from websites and LinkedIn for prospects has been very easy.

“My experience with ZoomInfo's intent data and website visitor tracking features is that they are very accurate and helpful in providing insights, which helps us to make data-driven decisions easily.

“ZoomInfo's integrations with my existing tools and platforms are very effective and seamless.

“The integrations I use most with ZoomInfo include Microsoft, which brings together our own company data with ZoomInfo data and applies generative AI to sift through the noise and identify insights sellers want. Co-pilot presents AI-guided recommendations about who to contact, when to engage them, and what to say and how to execute them across every channel. This helps us make the right decisions while easily acquiring new leads..”

Pomom Alice

Digital Marketing Manager at KPMG

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“The initial setup with ZoomInfo is super easy because you just log in with the account and then you're good to go. It's a very straightforward mechanism..”

Daniel Mitchell

Manager at PeerSpot

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“I cannot speak directly on pricing and setup since I did not purchase it, but I know my friend's experience with pricing, setup costs, and licensing was great, as they faced no issues, and the customer support at ZoomInfo has been responsive..”

Shreya Mangla

Consultant at a consultancy with 51-200 employees

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“The setup is not a big deal as long as you have a clear goal and know your target.

My experience with the initial setup:

If you have a properly defined goal, you can go with any of the available options. For example, you need to determine how many leads you want in Q1 and Q2, your budget, and what tools you need. Once you onboard ZoomInfo, you also need to budget for credits. **Everything needs to be planned properly, so onboarding isn't a big deal.**

First, define your goal clearly. Then, you can talk to ZoomInfo and see what they offer. They can give you some raw data, which is how I onboarded. I asked ZoomInfo for a sample of 100 or 200 records so I could manually check the quality on LinkedIn.

I had a team that manually checked the data using tools like SMARTE or ZoomInfo ONE. We gave them our target audience, such as VP-level or finance leaders, and asked for a sample to assess the quality. I could then verify the sample data manually to see if it was 70% or 80% accurate compared to our competitors. If it met our standards, we would purchase credits, apply filters, clean the data, and start using it.

Deployment model:

I just use credentials to log in and purchase credits to access the data. It's not deployed on the cloud for us.

There is a project in the pipeline to fully integrate ZoomInfo data into our Salesforce cloud, with two-way syncing of directors. Currently, we manually log in to ZoomInfo, but in the future, our plan is to completely sync ZoomInfo data with Salesforce Marketing Cloud.

This will eliminate manual tasks, and any new leads or data acquired by ZoomInfo will automatically reflect in Salesforce..”

Customer Service and Support

“Sometimes, I have to wait for a response, maybe 30–40 minutes. When I'm working, I want issues resolved as soon as possible, but there are times when the response takes longer than I'd like..”

UjjwalKumar2

Market Research Associate at Jasper Colin Research Pvt Ltd

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“Regarding customer support, I know they have moved away from a one-on-one customer success approach, which I understand, but they have done a lot more videos, and I find it to be fine.

On a scale of one to ten, I would rate their customer support an eight..”

Verified user

CRO at a tech company with 51-200 employees

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“Customer support at ZoomInfo is rated ten out of ten, as they are not rude and are very helpful, responding patiently within hours.

“Although I have not personally contacted customer support, my friend has rated it ten out of ten based on their interactions..”

Shreya Mangla

Consultant at a consultancy with 51-200 employees

[Read full review](#) 

“I have contacted customer support and service several times. For every login, ZoomInfo gives a thousand or two thousand credits. So, we'll take ten logins. If we need additional logins, any additional downloads, or any sample data, we reach out to them for support. They give us some point of contacts when we purchase the tool. We first reach out to them, and if they don't respond properly, we directly reach out to ZoomInfo support and see how they can assist us.

There is still room for improvement because they are not proactive. There are proactiveness and delays. It takes a lot of time to get responses from them.

Mostly, these kinds of tools focus on sales. Once the sales are done, the service is slow. We cannot escalate to a higher level because they say they have so many tickets and are going by order. Delay is the main reason I cut it down to eight. Otherwise, the service is good..”

Deepak Kenguva

Senior Manager, Marketing Operations at Ethos

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“Customer support from ZoomInfo is absolutely top-notch, very supportive, and proactive.

“The ease of adoption and start of using ZoomInfo for my team was very seamless, as the customer support from ZoomInfo has been very proficient, professional, helpful, and proactive.

“I would describe the quality of the data I get from ZoomInfo as very helpful, as they guide us through everything.

“The learning curve for new users on my team is smooth because the customer support has been very helpful in guiding us through it. Over time, everything has fallen into place..”

Pomom Alice

Digital Marketing Manager at KPMG

[Read full review](#) 

Other Advice

“My advice to others looking into using ZoomInfo is to make sure that whatever software you're onboarding has the integrations that you need, the usability and also the most accurate data.

“On a scale of 1-10, I rate ZoomInfo an 8 out of 10..”

Daniel Mitchell

Manager at PeerSpot

[Read full review](#) 

“My advice for others considering ZoomInfo is to choose it if they are a service consulting company seeking clients and profitability while wanting to avoid wasting time, as ZoomInfo is the best and right choice for achieving these goals.

“ZoomInfo is a great website and app for finding clients, and it has been the best tool I have ever used in my professional journey. I give this review a rating of ten out of ten..”

Shreya Mangla

Consultant at a consultancy with 51-200 employees

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I give ZoomInfo the highest rating because just from everything I've done, if anybody's going to have information to find somebody, it'll be ZoomInfo; to me, they're the industry leader of finding contact information and enriching contacts.

My advice to others looking into using ZoomInfo is to go with it; in my personal opinion, it's the industry leader of enriching and pulling contact data, so I would

say give it a try and you won't be disappointed.

“I would rate ZoomInfo a 10 on a scale of one to 10. .”

Trent Conley

Head of Marketing at a tech company with 51-200 employees

[Read full review](#) 

“If I have advice for others looking into using ZoomInfo, it would be to definitely do comparisons between at least two other data providers and also read reviews of ZoomInfo and other data providers for companies of the same size team and same use case. I would also want to talk to sales ops, marketing ops, and other sales leaders to see how their teams have experienced ZoomInfo.

On a scale of one to ten, I rate ZoomInfo a six overall. The reason I rate it a six is because it is not perfect, they have got issues with telephone data in EMEA, and they are lagging in terms of job change information updates..”

Verified user

CRO at a tech company with 51-200 employees

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“ZoomInfo is a critical tool in driving our pipeline growth and improving go-to-market efficiency, enabling us to work smarter by focusing on the most relevant and timely opportunities.

“My advice to others looking into using ZoomInfo is that this tool has been very helpful in identifying and connecting with key decision-makers across various verticals, ensuring we target the right accounts with relevant messaging. It helps our team prioritize high-potential leads and accelerate outreach. It helps our team to make the best and the right decision, improving our markets and sales

campaigns.

“ZoomInfo has always helped us in identifying in-market buyers faster by speeding up our sales cycle. It has also provided us a higher conversion conversation and close rate with improved target leads. I find it reduces time in research with verified and rich data. It helps us with smarter alignment and account segmentation. This has been a very helpful tool in my organization, especially in my marketing and sales department. I would rate ZoomInfo eight out of ten..”

Votoc Maisha

Digital Marketing Manager at Swissport Brasil Ltda.

[Read full review](#) 

“For others looking into using ZoomInfo, I feel happier and less stressed. I know that I can open up ZoomInfo and have focused searches, with less time worrying about who I need to reach out to or who is looking for our product. I feel more successful and confident that my efforts will be rewarded. Prospecting is tough, and without focus, it is easy to give up, but with ZoomInfo, everything has eventually fallen into place. Therefore, I really recommend this tool for any organization needing to make more sales, focus on getting more prospects, and elevate their marketing strategies.

“Overall, I have significantly increased my productivity and results with ZoomInfo, and the pressure of pipeline development has been reduced greatly.

“ZoomInfo is deployed in my organization on a hybrid cloud.

“I did purchase ZoomInfo through the [AWS Marketplace](#).

“I have given this review a rating of eight..”

Pomom Alice

Digital Marketing Manager at KPMG

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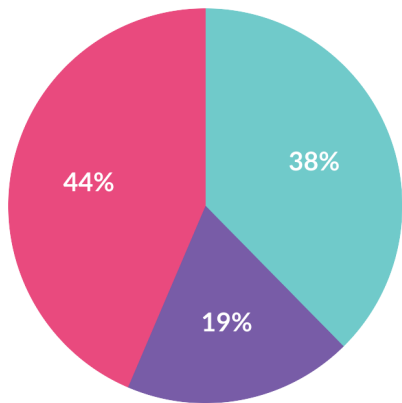
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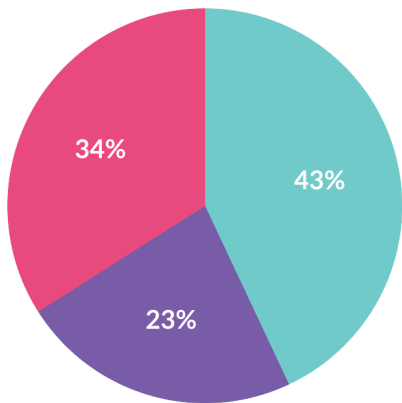


Company Size

by reviewers



by visitors reading reviews



Large Enterprise Midsized Enterprise Small Business

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