zoominfo SalesOS

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A go-to-market operating system for your sales team

Q 50M+ REVENUE

Q SAAS

Q LOCATIONS IN EUROPE

Q C-LEVEL

Q RAISED $5M+ IN LAST 6 MONTHS

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A go-to-market operating system for your sales team

Any great go-to-market operation needs a system to identify, prioritize, and engage prospects and customers. That's where SalesOS can help.

> "
> Our entire Sales team on average finished at **173%** to our revenue goal, which is a direct result of our partnership with ZoomInfo. Since we started leveraging ZoomInfo, we've seen a **175%** increase in our pipeline."
>
> **Katie Mahon**
> Program Manager,
> Ascent Risk Management Group

> "
> Prior to ZoomInfo, each salesperson was booking around 8 meetings per month. Today, with ZoomInfo powering our tech stack, each member of our sales team is booking **20** meetings per month. It's outstanding, that's a **150%** increase."
>
> **Harry Hembrow**
> Director of Sales, Dragonfly AI

> "
> We brought on ZoomInfo in 2020 to support the launch of our new domestic division. In the first year, we brought in **$800k** in revenue for this division alone; in year two, we're on track to hit **$8 million.** In year 3, we are projecting to hit **$12 million.**"
>
> **Stephen Zambo**
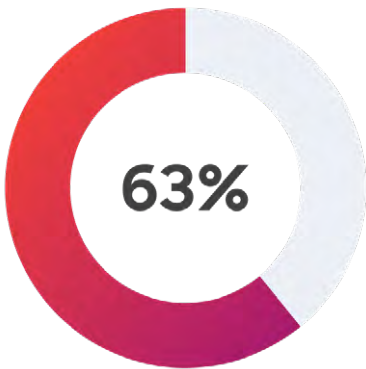> CEO and Founder, Ally Global Logistics

In 2022, we surveyed **4,000+** users about the impacts they've experienced from using ZoomInfo. Here's what they said.
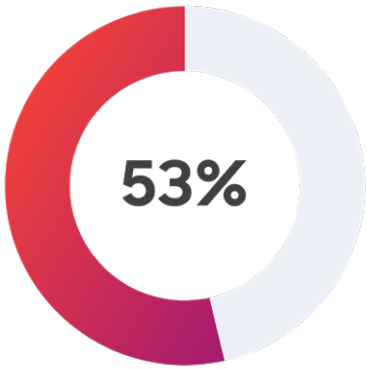
53%
Quota attainment increased by **53%**
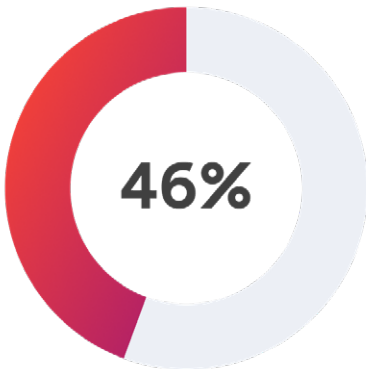
46%
Win rates increased by **46%**

63%
Productivity increased by **63%**

100%
Phone connect and emails response rates increased by **100%**

SalesOS: Your secret weapon for getting to the right people at the right time

There have been enough books written about B2B sales and marketing to fill the Library of Congress. But when it comes down to it, there are three critical ingredients in every go-to-market recipe:

The right **companies** + The right **people** + The right **timing**

It sounds simple. You, of course, know how excruciatingly challenging it can be.

ZoomInfo SalesOS gives you the tools that serve up those three key ingredients for your team.

That's why **30,000+** companies and **400,000+** users rely on ZoomInfo SalesOS day in and day out to hit their number.
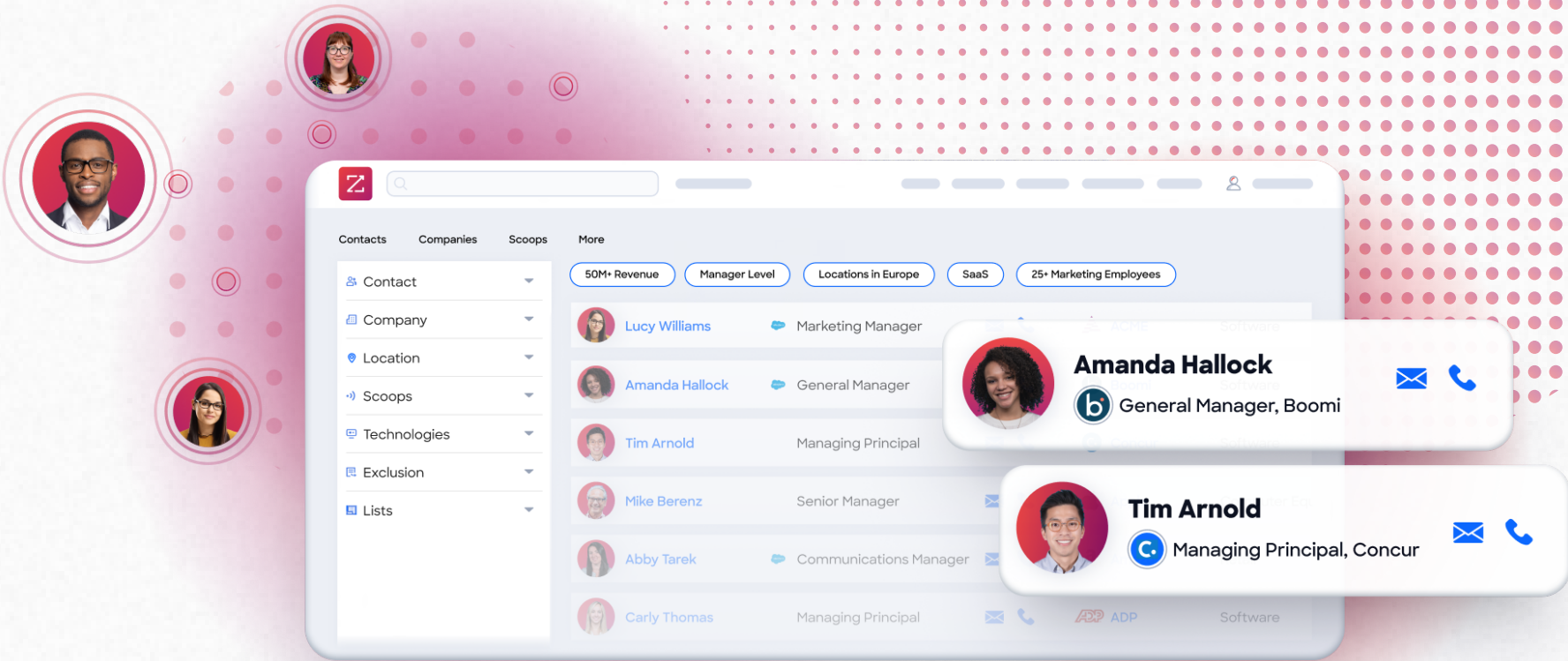
> Not only has our team been able to significantly decrease the amount of time spent searching for accurate contact information, but we've also increased our revenue from new clients by over **200%** since partnering with ZoomInfo."
>
> **Jesse Safir**
> Owner of ABG Print

> Since partnering with ZoomInfo, we've achieved a **53.42%** increase in call to connect rate and a **60.75%** increase in overall prospecting activities which includes emails, calls, and Zoom meetings."
>
> **Rose Southwell**
> VP of Sales Operations and Marketing at Pacific Energy Concepts

We give you the data and tools to pinpoint the right companies

Job number one for building an effective B2B sales operation is identifying the right types of companies to go after and prioritizing those companies wisely.

ZoomInfo has 100M+ companies in our database (a number that is continually growing), but more importantly, we give you every imaginable way to whittle that list down to the perfectly crafted set companies for your team to target.

> "
>
> SDRs were manually researching accounts and contact details, which was slowing down productivity. To scale, we needed data-driven insights and buying signals that could help us quickly identify contacts at best fit companies that are looking and ready to buy."
>
> **Stephen Williams**
> Director of Business Development at Demodesk

You can slice and dice our massive database of companies based on:

- Industry, company description, or product keywords

- Employee count, department count, and employee growth rate

- Company revenues, funding round or amount, funding type, or investors

- Location (Country/State/Province; postal codes; HQ vs contact locations)

- Technographics (from what HRIS to what CMS companies use)

- 200+ company attributes (from number of trucks in their fleet to insurance broker they use)

- Fortune and other rankings, business model, public vs private

You won't achieve sales success by going after as many companies as possible; you'll have success by focusing your team on the companies most likely to buy from you. SalesOS allows you to do just that.

Filters

Industry

🔍 FINANCE   INSURANCE

Employee Count

700 — 15,000

Employee Growth Rate

-100   40

Location

🔍 BOSTON

Company Revenue

$3M — $100M

Technographics

🔍 SALESFORCE

Funding

🔍 SERIES A IN LAST 90 DAYS

We help you find the right people

Getting in front of the right people is no small task. First, you need to know who the right people are. Then you need to have reliable ways to contact them. And as the average buying committee gets bigger and bigger—Gartner reports there are now 6-10 decision makers on complex deals—finding all the key people becomes a bigger and bigger challenge.

With SalesOS, you'll have access to **235 million+** professionals, **6+ Million** C-Suite Professionals, and **50+** contact data points—including **65 million** verified phone numbers and **150+ million** email addresses.

But it's not just the breadth and depth of our data that matters; the accuracy and freshness truly set us apart. We have stricter quality standards than anyone else in the market. We've actually captured data on roughly **500 million** contacts to get to the **235 million+** we publish. We detect **500,000+** personnel changes daily and update **90 million** profiles monthly. And we process **1.5 billion** fields of information daily to ensure we have fresh and accurate data.

Our commitment to data excellence is unparalleled: we have **150+** data engineers, data scientists, and data operations professionals working year round to make our data the best. And we have a team of **300+** human researchers calling into and survey companies every single day.

90M
Profiles updated monthly

1.5B
Fields of information processed daily

500+
Personnel changes detected daily

> " ZoomInfo is absolutely amazing! I have used a lot of lead generation search engines and ZoomInfo is far above the rest. They are very user-friendly, have tons of access to correct information, and are a great company to work with."
>
> **Nelson Colon**
> Manager of Sales, BIC
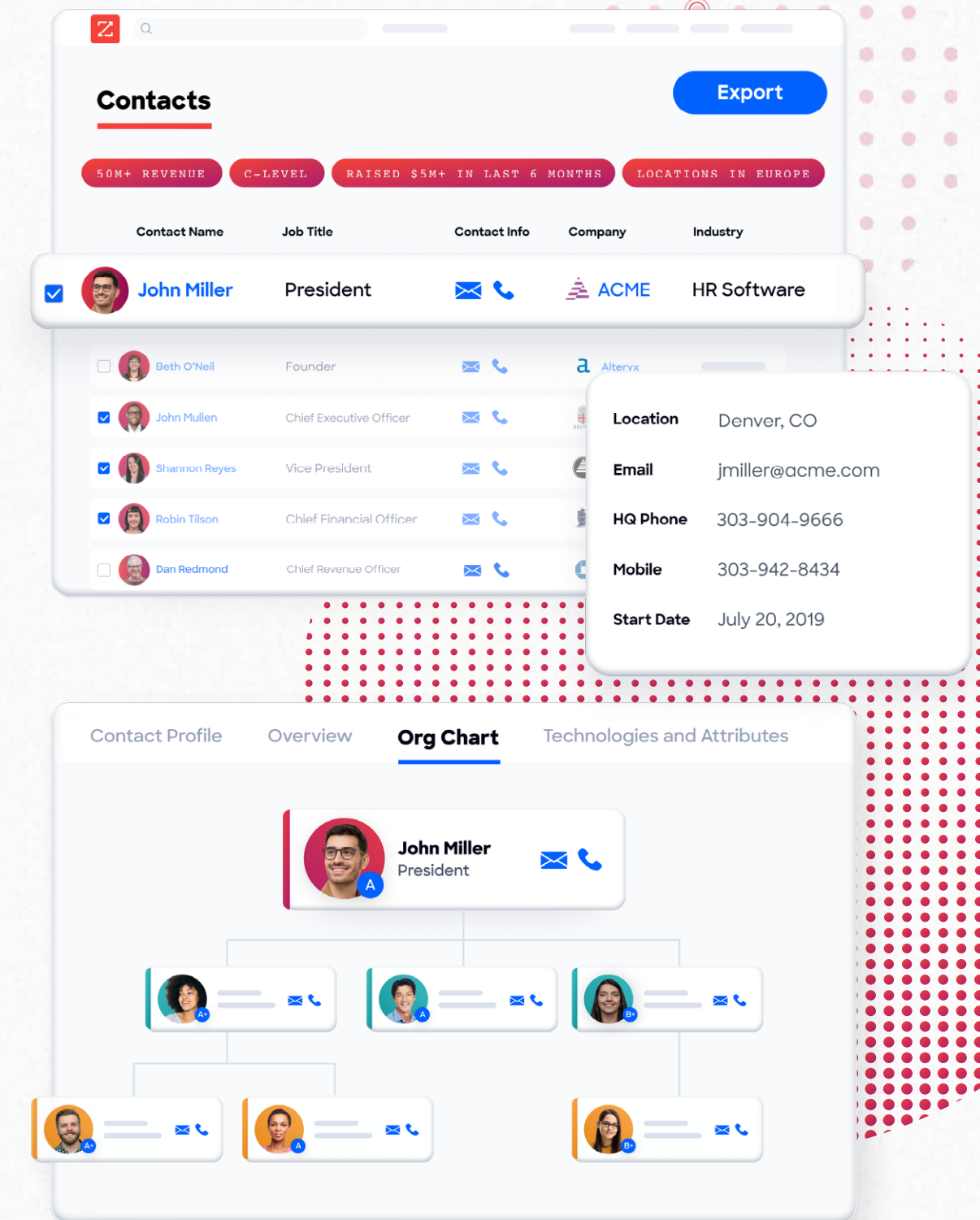
We detect billions of market signals to help you strike at the right **time**

No place is the saying "timing is everything" more true than in sales. Get to a decision maker at the right time, and you hit paydirt. Get to the same decision maker one week later, and you can go pound sand.

ZoomInfo gives you both the insights and tools to nail your timing and beat your competition to the punch.

For one thing, we evaluate 1.5 billion data points every day, and update our dataset with those key signals. To name just a few ways you can strike when the iron's hot, you'll be able know when companies…

Raise a new round of funding

Increase or decrease headcount

Add or drop certain technologies

Have kicked off a new project

Make key staffing changes

ZoomInfo offers the only real-time **Intent signals** in the market. That means you can see when companies are doing increased levels of online research on topics related to your solution—giving you the sales first-mover advantage. You can choose from one of **4,400** off-the-shelf Intent topics—or create your own custom Intent topic.
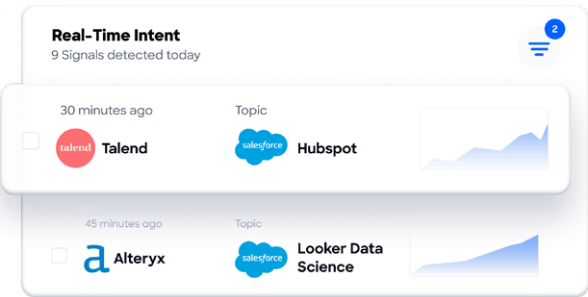
One more way we can help you take action at the right time is by letting you see the companies right under your nose. With **ZoomInfo WebSights**, we de-anonymize your website traffic to tell you which companies are on your website, which pages they're going to, and how much time they're spending there.

ZoomInfo FormComplete allows you to reduce the number of fields you're asking site visitors for on your forms—increasing the likelihood they fill out the form—and then we fill in on the details you care about on the back end.

Build the ultimate unfair advantage:

Automating your go-to-market plays

Imagine taking all of these tools and capabilities—and then using them to automate how you go to market.

You can—with Workflows. Here's how.

Let us monitor the entire market for the triggers that make sense for your business, and then take automated actions to help you go to market. This means gaining first-mover advantage and eliminating repetitive tasks for your team.

Create "triggers" based on:

- Buying Intent signals

- Website visits

- Form fills

- Companies getting funding

- New technologies installed

- Key new hires or promotions

- New projects identified

And then take action when ZoomInfo detects those triggers:

- Put the company's buying committee into a sales sequence

- Export and assign the contact in Salesforce

- Send a Slack notification to the relevant team

- Notify the assigned sales rep via email

Create Workflow

When intent signals are identified for **Account-Based Marketing Platforms**

Then select **my Buying Committee and All Companies** and

if the company is NOT in my Salesforce then **Export to Salesforce**

as **Accounts** and assign to Josh Mendez

System

Salesforce ✓	Z Engage +	Outreach +
S. Salesloft +	HubSpot +	Marketo +
Eloqua +	Pardot +	RingLead +
Slack +	Dynamics +	Email +

1 selected   **Apply**

> "
> We've been able to create more efficiency in how we go to market using ZoomInfo's Intent engine. In the first 6 months, we've generated more than **18,000** leads, created multiple millions in pipeline and closed **$1,050,000** dollars strictly from ZoomInfo Intent leads."
>
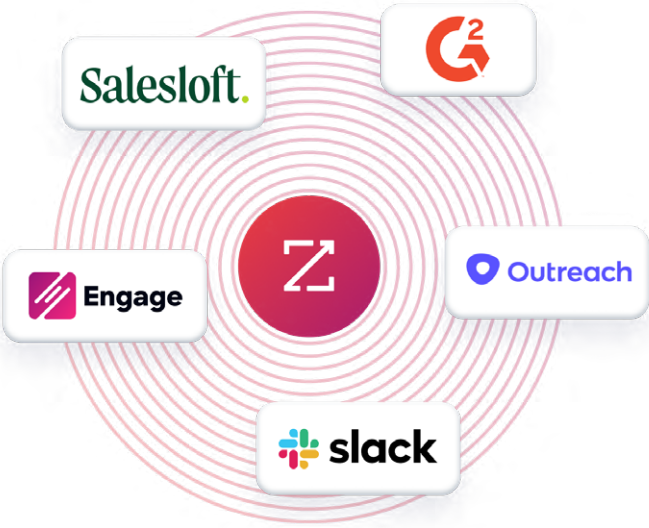> **Sam Kolbert-Hyle**
> CEO of Brandlive

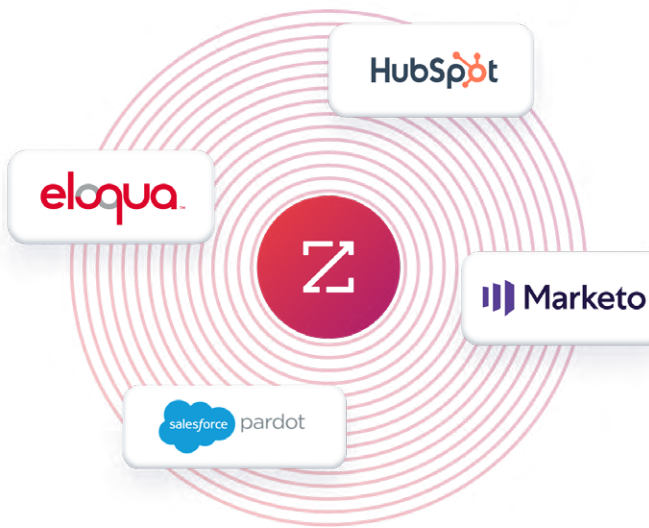# ZoomInfo simply plugs into the key systems you already use

ZoomInfo integrates with every major CRM, Marketing Automation and Sales Engagement tool, and ATS—making it drop-dead simple to export relevant data to your key systems and run automated enrichment and engagement plays.

Customer Relationship Management (CRM)

Sales Acceleration

Marketing Automation

> "The integrations are seamless and allow for the different technologies we use to cohesively work together to drive efficiency and productivity."
>
> **Harry Hembrow**
> Harry Hembrow at Dragonfly AI

> "Thanks to ZoomInfo, we no longer have to question the source or reliability of the data in our systems. We're now able to enrich and integrate data in any workflow, in real-time, at scale."
>
> **Stephen Zambo**
> Ksenia Kouchnirenko, VP of Business Systems at Momentive

More awesome tools to help your team go to market

Engage by ZoomInfo

Simply put, you don't have enough people to monitor all the signals in the market and react quickly to the right ones. We'll do that work for you.

Create Salesflows—multi-channel prospecting campaigns that include automated emails, calls, and other tasks like social connections—that are initiated based on the market signals that make sense for your business.

Take email metrics to the next level with Engage's intelligent recommendations engine, which shows the personas that are most likely to engage with you based on prior interactions. You'll also get recommended contacts to add to your prospecting campaigns that you can add to a Salesflow with a single click.
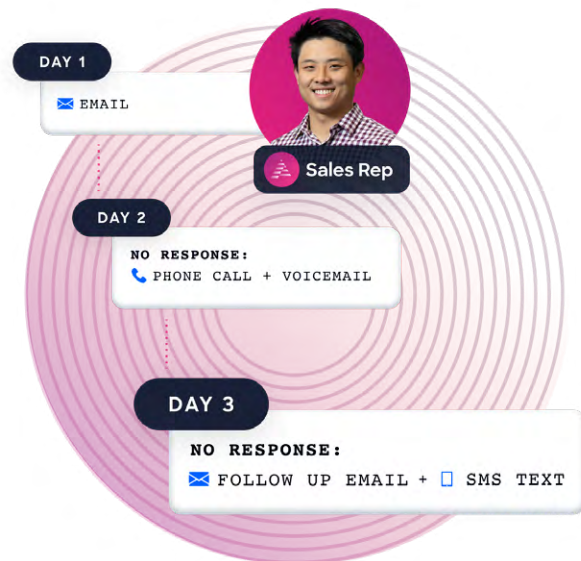

Chorus

As the best conversation intelligence on the market, Chorus records, transcribes, and analyzes every phone call, video meeting, and email from your sales team. This trove of communication insights can be used to deliver sales coaching, model winning behaviors, uncover trends in conversations, and improve forecasting.

Chorus stands apart from other providers with:

- Automatic Speech Recognition that transcribes speech to text 3x faster with 25% more accuracy than the nearest market alternative.

- A self-learning system that learns the language of your business and sales process without any human interaction needed.

- A mobile device that allows you to review calls from anywhere.
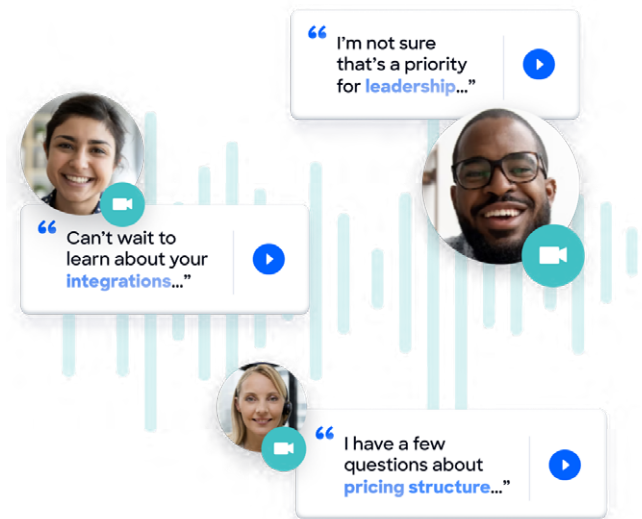
A Go-to-Market Operating System You Can Count On

Trusted by 30,000 companies and 400,000 users

For Winter 2023, ZoomInfo's SalesOS was ranked first place in 27 G2 grids a leader in 54 G2 grids, including:

G2 — Sales Intelligence — Enterprise — WINTER 2023

G2 — Buyer Intent Data — Enterprise — WINTER 2023

G2 — Lead Intelligence — Enterprise — WINTER 2023