



Target Accounts

Target Accounts allows you to create highly targeted and successful account based marketing campaigns, and in turn, significantly improves overall ROI. In addition, you can upload a list of companies and ZoomInfo will return all the contacts we have at those companies, allowing you to find net new contacts at the accounts you care about most.



UNIQUE ACCOUNTS COVERAGE PER REP INCREASED BY 28%

"ZoomInfo made it easy to penetrate the C-suite and go around gatekeepers. The emotional boost gained from confidence in the data led to our reps reporting being well-prepared to conduct outreach and felt familiar with the internal workings of their key accounts."

NICK AIELLO

Master Demand Creation Executive,
FRONTLINE.

BUSINESS BENEFITS

- Create highly targeted account based marketing campaigns using multiple filters that fit your criteria
- Find net new contacts at your ideal companies
- Decrease your connect time with access to direct phone numbers and accurate email addresses

THE ZOOMINFO DIFFERENCE

ZoomInfo improves more of your dataset because we have over 88 million professional email addresses, 47 million direct dial phone numbers and nearly 13 million company profiles. Using our direct dial phone numbers and email addresses, you will improve connect rates with leads and have more meaningful conversations.



KEY FEATURES

- ✔ Create highly targeted lists using filters, such as industry, title, company location, job function, and more
- ✔ Seamlessly upload a company match file and identify key decision makers and their contact information
- ✔ Generate unique lists and de-dupe against existing contacts using a suppression file
- ✔ Group contacts by company for a more friendly user experience
- ✔ Sort by advanced options, such as company name, revenue, employee count and more
- ✔ Easily organize and sort your Target Account lists

