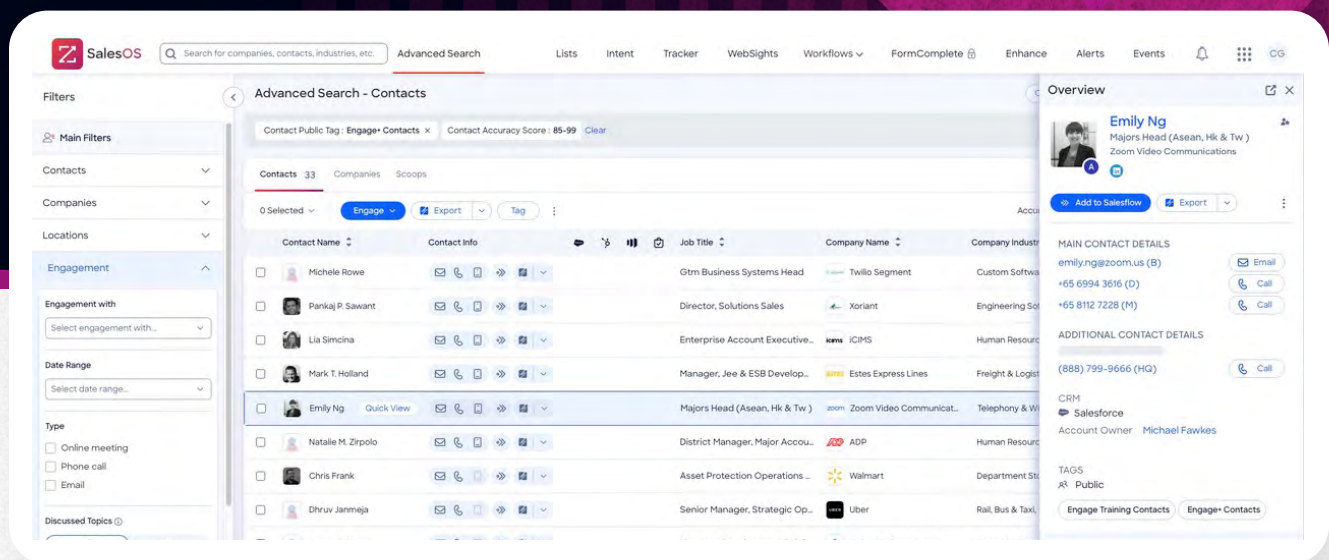




ZoomInfo Engage

Your fastest path to smarter prospecting



Once you've found the right people at the right companies at the right time, you need to connect while you're top of mind. And if you're prospecting in SalesOS, reaching out to leads just got way easier. Most Sales professionals use disparate systems for sourcing contacts, reaching out, and tracking activity. Disjointed tech stacks not only drain your time, but they increase the risk of follow-ups falling through the cracks.

Enter ZoomInfo Engage, a sales engagement platform designed for smarter, faster, and automated prospecting. Engage is part of ZoomInfo's SalesOS platform, so you can uncover leads based on real-time market signals – like buyer intent that indicates prospects are actively searching for solutions like yours – and then connect via a single platform. Reach out to hot leads quickly – and at scale – via **automated emails**, an **autodialer**, and **multi-step sequences**. Plus, Engage's **automated task management** and **activity tracking** give you confidence that you're fully working every lead.



Reach out quickly, at scale

There's nothing worse than reaching out to a prospect and learning that they just signed with a competitor. Layer real-time market signals on top of additional business intelligence data like demographic, firmographic, and technographic data to generate your perfect prospect list. Engage helps you act on that first-mover advantage with automated emails, an autodialer, and multi-step sequences so you can reach out in bulk.

Email prospecting has never been this easy

Use email templates to reach out to an entire prospecting list in seconds. Build templates with mail merge variables that inject more personalization into your email, like job title, function or management level. Before you hit send, the email assistant analyzes subject lines, length, and messaging to provide recommendations that help bolster response rates. You can see at a glance which email templates perform best so you can replicate the messaging that's landing with prospects. If you want to try something new, you can leverage a library of pre-built email templates from within Engage to take the guesswork out of writing emails.

Blast through your call list with the autodialer

Knock out your daily calls quickly with the autodialer. See contacts' engagement history and company information in real time for more context and to drive meaningful conversations. If you get sent to voicemail, you can drop pre-recorded messages to reduce connection time before quickly moving on to the next call.

Fully work every lead with multiple touchpoints

In a perfect world, you'd reach out to a prospect once and they'd reply to your first email, take your call, or book a meeting. The reality is that it takes multiple touchpoints before the average prospect engages. Enter Salesflows – multi-step sequences that can include automated emails, calls, and other tasks like connecting on social media to ensure you fully work every lead. You can A/B test your automated email steps in Salesflows to see overall analytics and continue to optimize your prospecting.

Say goodbye to manual task and activity tracking

It would take superhuman capabilities to manually track and manage multiple touchpoints for the hundreds of leads in your pipeline. Engage automatically sends scheduled emails for you and provides task reminders for other touchpoints – like calls or connecting on social media – via a real-time view of your upcoming tasks, so follow-ups don't slip through the cracks.

Once you've started reaching out to prospects, you need to keep track of who you've reached out to and when. You can view an activity feed of previous engagement that you or anyone from your company has had with a company or contact. You can even see email correspondence and view video calls to go into your next interaction prepared. If you want to re-engage with prospects you've reached out to previously, you can refine your search against Engage call and email activity and quickly reach out. Your call and email activity is tracked back to integrated CRMs so you don't have to manually log your communications.

Create and manage Engage teams

Have a large team? No problem. Admins can create and manage teams to allow your organization to curate access to team-specific content and contacts. You can spend less time sifting through irrelevant content and contacts and focus instead on your next steps.



Integrations

Salesforce Integration

With the Salesforce integration, you can sync call and email tasks between Salesforce and Engage. Edits made to contacts in Engage will update the contact record in Salesforce, so you only have to enter the information once.

With Engage's historical data pull of Salesforce information, teams can begin engaging on day one with contacts and leads that are already in Salesforce. The automated bi-directional sync every five minutes sets up your team to work new leads quickly. Sync rules ensure that only leads and contacts that meet your criteria are brought into Engage for follow-up.

HubSpot Integration

Eliminate manual logging of call and email activities and increase transparency into synced Contacts with the ZoomInfo Engage integration with HubSpot. Engage automatically reflects the latest updates made on a HubSpot record's Contact details, including the Contact's status and unsubscribe status. Admins can choose whether new Contacts imported or created in Engage should be created in HubSpot, which reduces duplicate data entry and list imports.

Microsoft Dynamics Integration

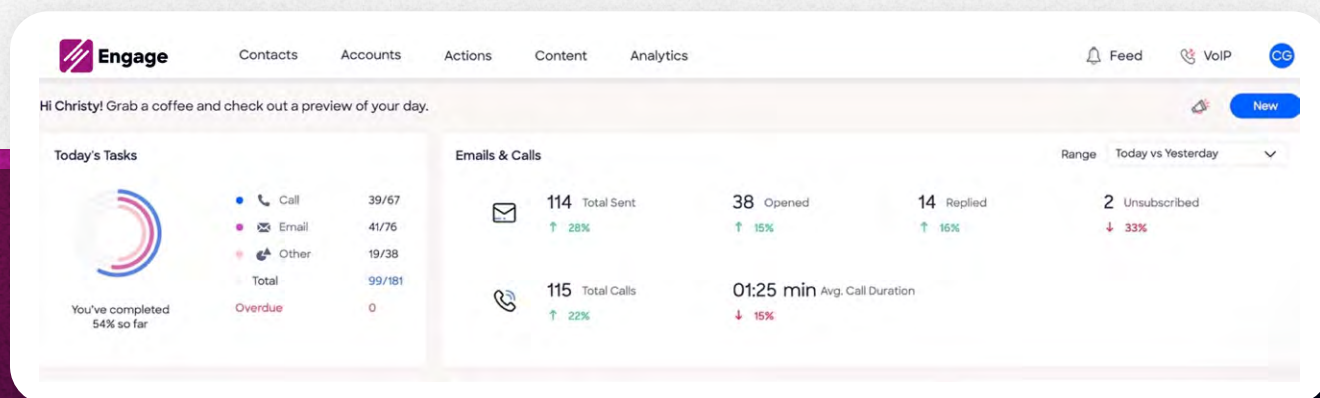
The integration between ZoomInfo Engage and Microsoft Dynamics empowers you to manage and control how information is synced. Custom field mapping ensures that fields in Engage match fields in Dynamics so the same information is consistently captured between platforms.

Chorus.ai Integration

Leverage Chorus' conversation intelligence for your recorded dialer calls that are stored in Salesforce. Chorus unlocks transcription and analysis that helps you replicate winning behaviors, ramp new reps faster, and ensure process adherence.

Engage Chrome extension

Want to engage prospects while researching them? Use the Engage Chrome extension to view contact lists, click to dial or email, see engagement history, and pull contacts from ZoomInfo or any Salesforce page.



Your success fuels ours

“

ZoomInfo's Engage tool is a little bit of a crystal ball that can help you contact leads in a very targeted way. All the other features are great and a must for my every day tasks but I am finding **Engage is definitely a must** for my day to day email interactions.”

Otto L.

Account Executive, Insight Exhibits



About ZoomInfo

ZoomInfo (NASDAQ: ZI) is a leader in modern go-to-market software, data, and intelligence for more than 20,000 companies worldwide. The ZoomInfo platform empowers business-to-business sales, marketing, and recruiting professionals to hit their number by pairing best-in-class technology with [unrivaled data coverage](#), accuracy, and depth of company and contact information. With integrations embedded into workflows and technology stacks, including the leading CRM, [Sales Engagement](#), Marketing Automation, and Talent Management applications, ZoomInfo drives more predictable, accelerated, and sustainable growth for its customers. ZoomInfo emphasizes [GDPR and CCPA compliance](#). In addition to creating the industry's first proactive notice program, the company is a registered data broker with the states of California and Vermont. Read about ZoomInfo's commitment to [compliance, privacy, and security](#). For more information about our leading go-to-market software, data, and intelligence, and how they help sales, marketing, and recruiting professionals, please visit www.zoominfo.com.

