



Chorus.ai, a ZoomInfo Company

Conversation Intelligence for Modern Go-to-Market Teams

The game has changed

Today, to compete and win, organizations need three things to fuel their modern go-to-market engine:

1. A core of comprehensive go-to-market intelligence
2. Automated workflows that detect and act on insights from those data sources
3. Engagement strategies that leverage insights as workflow triggers

At ZoomInfo, we are building that modern go-to-market engine—combining world-class data and intelligence with integrated workflow and engagement solutions to help revenue teams hit their numbers faster and more efficiently.

That's why we've acquired Chorus, an industry-leading provider of **Conversation Intelligence** technology. Conversation Intelligence surfaces insights that shine a light on a previously dark part of the sales funnel – prospect and customer conversations.

Why Chorus?

Chorus captures and analyzes phone calls, video meetings, and emails to unearth insights that enable revenue teams to deliver tailored coaching, replicate winning behaviors, and target with greater precision throughout the buyer journey.

Coupled with ZoomInfo, Chorus will surface deep insights about deal participants and buying committees, and execute automated campaigns via triggered keyword mentions. These plays can then be scaled to strengthen your entire go-to-market engine, and drive your team's success.

Chorus is also the technology leader in the category with 14 granted patents, each representing invaluable, unique solutions such as:

- Automatic Speech Recognition that transcribes speech to text 3x faster with 18% 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.
- Reliable in-room, multi-speaker separation.



How ZoomInfo + Chorus are redefining Conversation Intelligence

Together, Chorus and ZoomInfo will unlock capabilities that have previously never been available. Here are a few examples that highlight just how exciting the fusion of Go-To-Market and Conversation Intelligence are for sales and marketing teams.

Full-funnel insights alongside every interaction

On any meeting, phone call, or email, Chorus will automatically capture key moments as ZoomInfo surfaces deep intelligence about meeting participants, other people mentioned, and their organizations in real time.

Company & Contact Profiles enriched with conversation insights & call recordings

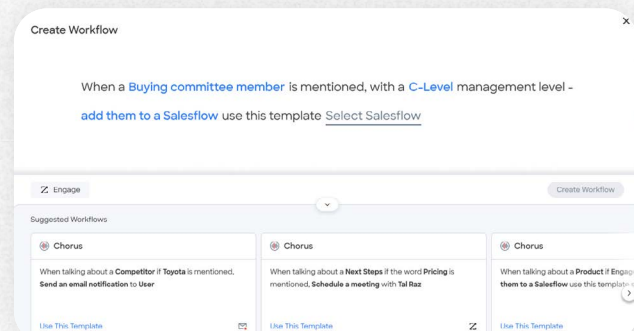
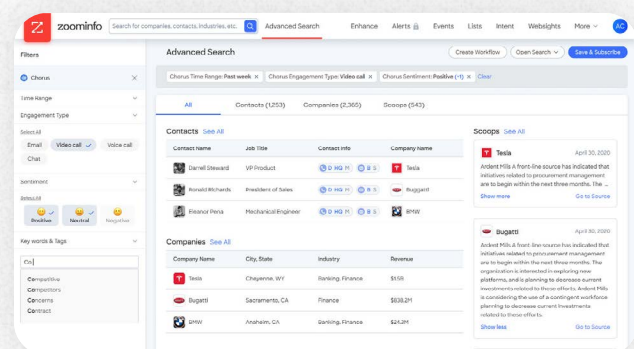
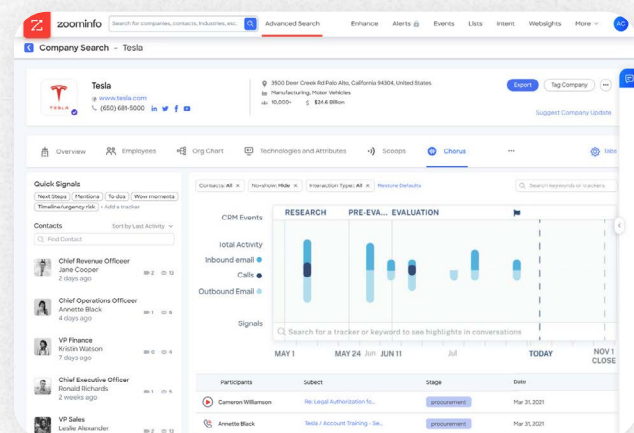
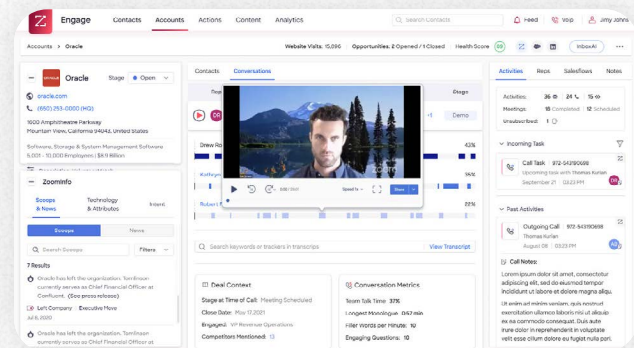
ZoomInfo users will see every call recording, email, and tagged keyword from Chorus alongside company and contact profiles for greater context. The Momentum interface will be embedded on each company record summarizing all activity at the account offering visibility into deal progress by stage.

Turn conversation insights into filterable metadata for precision targeting

Within ZoomInfo Advanced Search, Chorus will enable targeted audience building across contacts, companies, and actionable signals (Scoops) based on metadata extracted from interactions with prospects and customers, such as Date Range, Engagement Type, Sentiment, and Keywords.

Activate conversation insights to loop in cross-functional teams and engage buyers

Initiate automated go-to-market plays triggered by topics and keywords mentioned in calls, meetings, or emails with prospects and customers. When you combine your custom keyword trackers in Chorus with ZoomInfo Workflows, the possibilities are endless.





Chorus
by zoominfo

The leader in Conversation Intelligence



Listen. Learn. Win. Repeat

When data and intelligence are automated to drive engagement, applications come to life. Chorus fuses insights from conversations with ZoomInfo's world-class Data Cloud, unlocking new workflows, and enabling more informed and targeted campaigns along with winning sales behavior.

And as the technology leader in Conversation Intelligence, Chorus will allow organizations to drive even more revenue through the interactions that their teams are already having—shortening the distance from data to dollars.

About ZoomInfo

ZoomInfo (NASDAQ: ZI) is a Go-To-Market Intelligence Solution for more than 15,000 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 Intelligence Solution, and how it helps [sales](#), [marketing](#), and [recruiting](#) professionals, please visit www.zoominfo.com.

