

ZoomInfo for Salesforce Suite

Reach leads faster with the most accurate contact information within the preferred Salesforce workflow. By automatically updating and enriching lead, contact and account information, the ZoomInfo for Salesforce Suite helps demand generation specialists, marketing and sales ops professionals, and sales leaders achieve success faster.

BUSINESS BENEFITS

- Improve connect rate and increase the quantity of meaningful conversations using accurate direct dials and email addresses
- Decrease time to action with better lead scoring and faster lead routing
- Improve segmentation and lead nurture with integrated data you can actually use
- Spend less time researching and more time selling with actionable Salesforce data
- Enhance visibility into the quality of a lead or lead flow by keeping all activities within Salesforce

KEY FEATURES

- ✔ Automatically match and fill fields for leads, contacts and accounts, the instant it is created.
- ✔ Fill in the blanks, update your data, and gather key information on prospects without asking for it, including job titles, direct phone numbers, email addresses, company firmographics and more.
- ✔ Maintain a consistent CRM environment by standardizing the information flowing in to your CRM to the format you need.
- ✔ View last updated date tag to show the currency of the data.
- ✔ Create custom mapping to align with your current database strategy.
- ✔ Get insight into your team's prospecting efforts by keeping all activities within Salesforce for improved tracking.