

Adobe Finds Success with ZoomInfo PowerSearch

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- Desiree Motamedi
Field Marketing Manager, Adobe



Background

Adobe is one of the most successful software companies in the world, but not one to rest on its laurels. Adobe PDF and the widely available Adobe Reader® software are the *de facto* standards for interactive viewing and sharing of documents and other content in enterprises worldwide. The company continues to innovate and offer new solutions to help organizations connect documents, people, and processes.

Desiree Motamedi is Adobe’s Field Marketing Manager for the Western Region, supporting ten account managers that target Fortune 1000 accounts in the Western part of the United States. These ten account managers count on Motamedi to help them reach the appropriate decision makers within these organizations.

While some of the targeted decision makers are IT managers, Adobe is making an effort to reach out to specific line of business managers that can use Adobe’s solutions to re-engineering their business processes. For example, Human Resources departments can convert paper-based forms to electronic versions; Finance departments can use Adobe’s platform to streamline the preparation and delivery of financial statements; and purchasing departments can automate procurement approval processes using electronic documents.

Enter ZoomInfo PowerSearch

ZoomInfo Sales has become an essential tool for Motamedi in her day-to-day challenge to reach as many decision makers as possible. *“I like ZoomInfo Sales because it is very easy to use and it does what I need; unlike some of the other tools I have used in the past, ZoomInfo just works.”*

“My charter is to help the account managers reach decision makers within specific territories,” explains Motamedi. *“I find the ability to search for people by titles and geographies extremely useful,”* she adds. “Using these filters, we are able to target specific communication and offers, such as local events, only to those who would really be interested in this information. *Thanks to ZoomInfo, not only is our outreach better targeted regionally, it is also focused on the right decision makers we need to pursue.”*

Benefits

- Easily identify corporate decision makers in target accounts and specific geography
- Zero in on specific line of businesses managers within companies
- Advanced search technology lets you search for people by titles, geography, past and present roles, industry, similar companies, and more
- Provides deeper company insight – map accounts and understand the people, organization and relationships between and within
- A quicker calling process – streamlined lists of prospect contact information helps speed the calling process

For a demonstration of ZoomInfo, call toll free 866.904.ZOOM (9666) or visit www.zoominfo.com/about.

