

# ZoomInfo PowerSearch Top 10 Tips and Tricks

Save time finding your perfect candidates.

1. **Search by Title:** Try different keywords for the same position, such as *supply chain OR logistics*. A combination of **Title** and **Company Name** fields or **Title** and **Industry** fields yields the best results. Find audit experience by typing *audit OR auditor OR auditing* in **Title** to return all possible matches.
2. **Remember AND, OR, NOT:** Boolean logic terms increase the relevance of results. Entering *CFO OR controller* searches either term. *CFO AND controller* limits results to only both terms. Results for *CFO NOT controller* will include the first term but exclude those containing words to the right of NOT. Putting search terms in “ ” (quotation marks) delivers only exact matches – this can narrow a search that delivers too many results.
3. **Use the Web References Field:** Find skills, specialties or experience that are not in a person’s title, but might appear in a biography or news article describing job duties or achievements. Search by **Title** *CFO* and enter *IPO OR “Initial Public Offering”* in the **Web References** field to identify CFOs with experience in companies that completed an Initial Public Offering.
4. **Find Company HQ:** If you’re unsure about where people are located, select the **Company - Headquarters Address** field instead of **Person - Work Address**. This will return people at a company with headquarters in your chosen location. ZoomInfo knows where a company is even if it can’t find all the people there.
5. **Increase Results With Date/Contact Filters:** Find people in a particular role, company or industry by selecting *Match a current or past position* in the **Work History** field. Past employees have valuable information and network ties. Get even more results by going to **Include Profiles Updated in the Last** field and select *3 years* to find people who haven’t been mentioned on the web recently.
6. **View Company Snapshots:** By hovering your mouse over a company name, a pop-up box shows the company’s background and industry. This tells you about the person and company before clicking the profile. Also, search for employees or competitors via the pop-up box.
7. **Seek Out Expertise:** The **Credentials** field looks at more than certifications - it also refers to current/past titles. Use **Credentials** to find people whose past experience might include a different function. Search *sales* in the **Credentials** field with *engineer OR engineering* in the **Title** field to find an engineer with a sales background.
8. **Get an Email Address:** Have a contact without an email address? Try searching for mid-management within that company to learn the corporate email format.
9. **Identify Industry Keywords:** If you’re not sure of keywords for an **Industry** field search, run **Company** searches and read their descriptions to find common industry terms. Then search those words. This also works with **Title** – use common keywords and then read a few profiles to find other useful words or phrases.
10. **Find Members of Associations:** Enter an association name in the **Company** field and type *member* in the **Title** field. Or, find professionals mentioned on a specific website: Find electrical engineers by entering *www.ieee.org* in the **Mentioned on Website** field.