

ENHANCE

Accelerate your growth by maintaining an actionable database. Use Enhance to fill in the gaps, whether it's direct dial phone numbers and email addresses or valuable

company information, this tool allows you to gather the information you need within minutes. Cleanse your database of bad or duplicate records.

KEY FEATURES



INCREASE CONVERSION RATES

Reduce the number of form fields and increase the likeliness that visitors will provide you with their information, resulting in more submissions and field accuracy. Get the information you need for your campaigns directly into your marketing automation instance without having to ask for it from your prospects.



BE MORE RELEVANT IN YOUR OUTREACH

Find the right contacts from your target accounts right within your existing workflows. Use the information from inbound leads to search for relevant contacts within the same company to help you reach decision makers.



IMPROVE TARGETING AND SEGMENTATION

Duplicate the successes of past campaigns with access to demographic and firmographic information on your leads. Fill in the blanks through ZoomInfo's automated, self-service tool. Score and send hot leads to sales in real time. Add contacts that aren't yet ready to buy directly into your nurture campaigns.



ENHANCE THE ACCURACY OF YOUR DATABASE

Eliminate bad data in your database by ensuring the information you're capturing from leads is accurate and consistent. Cleanse and fill in the blanks with important demographic and firmographic information, helping enrich the information flowing into your CRM and to your sales team.



MAINTAIN A CONSISTENT CRM ENVIRONMENT

Use the normalization features to ensure all of the information flowing into your CRM is in the format you need, making sure the lead is sent to the right campaign or territory sales rep.



KEEP YOUR DATABASE ACTIONABLE

Ensure the information you have isn't wasting space in your marketing automation and contains what you need to use it in your next campaign.