

ZoomInfo Data Services

Let ZoomInfo analyze, clean and grow your marketing database

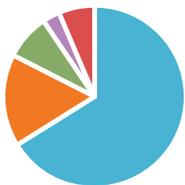
Companies are finally realizing the importance of B2B data and its value to driving success. As a marketer, you know that B2B data makes or breaks your campaigns. It fuels your CRM, marketing automation and lead generation. And it drives every step of your business's growth.

Data changes rapidly. Within one year, more than 70 percent of B2B data will have one or more changes. In addition to outdated information, your marketing database probably includes many incomplete records. Incorrect and/or incomplete data often prevents campaigns from reaching their goals.

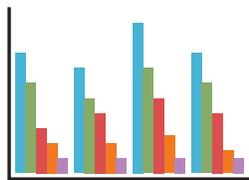
Maximum campaign success requires an up-to-date, detailed, and 360-degree view of your prospects. Think about the last time you analyzed your data and ask yourself if your existing data is truly ready to work for you.

Getting started is easy

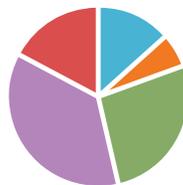
Send us your marketing database (or a small sample of your marketing data) and we will provide you with deep insights in a complete report, including:



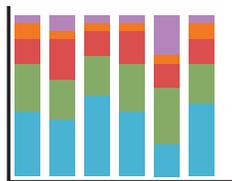
Email Validity



Industry Breakdown



Job Function



Record Completeness



Company Size



HQ Locations

ZoomInfo adds relevant demographic data for companies and people to aid in segmentation and targeting.

Free Data Analysis

Get a free, no-obligation data analysis that can provide you with insight about your contact information, market segmentation and marketing campaigns.

zoominfo.com/dataservices

Questions that concern you

- What elements of the data are causing my campaigns to fail?
- How is my existing data changing over time?
- Which net-new records will be able to reliably drive more revenue?
- Here are my top 100 customers – how can I get more prospects just like them?
- How can I identify the records that have become outdated or invalid?
- How can I fill in the blanks on records that are incomplete?

Key data facts to ponder

10 to 25% of B2B marketing data contains critical errors.

Data that provides a **360°** view of your prospects results in higher revenue.

40% of business initiatives fail to achieve success due to inaccurate data.

Untargeted email programs cost **3.6** times more than targeted ones.

How ZoomInfo Data Services can help you

- **Grow marketing database on a monthly basis**
We will append just-verified prospects that match very specific criteria, based on your company's needs and requirements.
- **Confirm email validity**
Identify all undeliverable emails. Let our experts refresh your database and improve marketing ROI by removing and updating your outdated email addresses.
- **Increase click-through rates**
Segment your data so you can empower your campaigns by sending the most relevant messages to each segment.
- **Add direct-dial phone numbers and relevant information to improve sales productivity**
Append your data with direct-dial phone numbers so your sales team can get the most out of cold calling.
- **Effectively segment your data; know who your best customers are**
Uncover your top industries and customer as well as show other growth opportunities customized to your business.
- **Improve lead scoring**
Append your data with key B2B information (e.g. industry, company revenue and size, title, job function and much more) to help identify sales-ready leads faster and more efficiently.

“ We are definitely targeting people more accurately with ZoomInfo. The emails we send and the marketing campaigns we're running are hitting the right people, which has saved us time and helped us close multiple deals in the past year.”

David Doucette
Creative Computing Inc.

“ ZoomInfo's business data is the best I have ever used. Our email bounce rate with ZoomInfo data is only 3.5 percent. With ZoomInfo's competitors, it's 15 to 20 percent. We do a lot of email campaigns and none performed as well as the ones that use ZoomInfo.”

Bryan Poss
netFactor

Get going in 4 simple steps

1. Upload a copy of your marketing database to zoominfo.com/dataservices

2. ZoomInfo sends you a FREE report that shows your data's accuracy, email validity, industry breakdown, and how it can be improved and segmented

3. A ZoomInfo data expert explains the report and assists you with incorporating the results into your marketing database for higher campaign ROI

4. Achieve data completeness and accuracy with ZoomInfo Data Services. Evaluate your B2B data on an ongoing basis



Data management – Real-time accurate and segmented data at your fingertips.

Let's get started! Upload your sales and marketing data through a secure link and we will provide you with an in-depth analysis report that uncovers its quality. Get your free data analysis now – no obligations! Go to zoominfo.com/dataservices