

INSIGHTS

Identify growth opportunities with ZoomInfo's Insights tool. Analyze your entire database or just one campaign to identify your best buyer personas. Duplicate successes by using this information to build

out additional campaigns with those targets in mind. Insights will help you identify your segments and improve targeting on future campaigns.

KEY FEATURES



GATHER INSIGHTS

Analyze your entire database or just one campaign to identify your best buyer personas



REPLICATE SUCCESS

Duplicate successes by building out additional campaigns with the best targets in mind



IMPROVE SEGMENTATION

Identify different segments for your prospects to improve targeting on your campaigns



IDENTIFY NOISE WITHIN YOUR DATA

Uncover and remove unsuccessful segments in your database by identifying prospects who are least likely to buy



INCREASE CAMPAIGN RELEVANCY

Understand your target audience to improve your outreach relevancy