

ZoomInfo Pro

When it comes to finding buyers, it's who you know and what you know about them. Deep, highly relevant insights about your prospects win hands down, every time. ZoomInfo Pro includes constantly verified profiles - spanning 95 million professionals and 7 million businesses. Our search tools are the most powerful on the market, allowing you to instantly target with amazing precision and reach the most likely to buy prospects.

Pinpoint decision makers with details available nowhere else

Profiles include email, title, direct dial phone, work/education history and 12 years of Web articles (awards, personal interests, etc.).

Target with laser precision

Search by 20+ criteria, including region, revenues, ranking, management level and even college attended and personal interests.

Track prospects

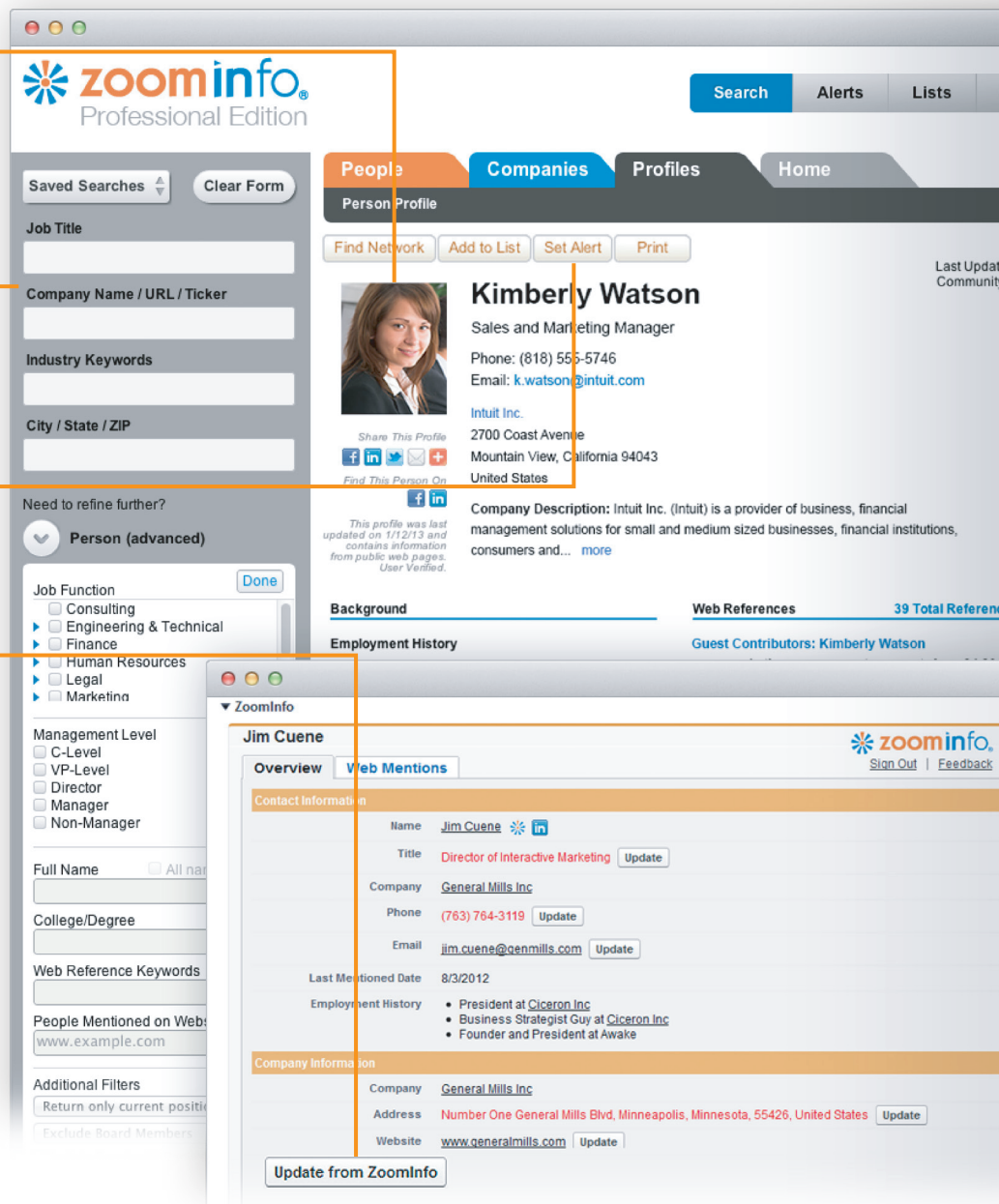
Set up email alerts so you are notified when your prospects change jobs, win awards, etc.

Get updates within Salesforce

No need to cut and paste new info. With our Salesforce app, your contacts can be automatically updated whenever there's a change.

Know your prospect's business

Business profiles include company background, revenue, products, industry, employees and similar companies.



The screenshot displays the ZoomInfo Professional Edition interface. On the left, there are search filters for Job Title, Company Name / URL / Ticker, Industry Keywords, and City / State / ZIP. Below these are advanced filters for Job Function (Consulting, Engineering & Technical, Finance, Human Resources, Legal, Marketing), Management Level (C-Level, VP-Level, Director, Manager, Non-Manager), and additional filters like Full Name, College/Degree, and Web Reference Keywords. The main area shows a person profile for Kimberly Watson, Sales and Marketing Manager at Intuit Inc., with contact information and a company description. Below this is a company profile for General Mills Inc., showing contact information, address, and website. The interface includes navigation tabs for People, Companies, Profiles, and Home, and a search bar at the top right.

The prospects you need. And none of the ones you don't.



Marketers: Ramp up lead generation

Title and industry searches are so yesterday! ZoomInfo helps you go deep and segment with granular specificity. You can search by fields and combinations you didn't think possible. That means increased response rates, more revenue and an unmatched ROI for all your marketing campaigns. ZoomInfo Pro powers your programs with accurate information and a deliverability rate of 90 percent.



Sales Professionals: Close more deals, faster

No more dead-end leads. Our profiles include direct phone numbers and email addresses that are validated every 90 days. Build a killer pipeline of decision makers and use details about them to take the chill out of cold calling. Boost your productivity by integrating ZoomInfo Pro into Salesforce.com and get real-time updates to every record.



Recruiters: Propel placement rates

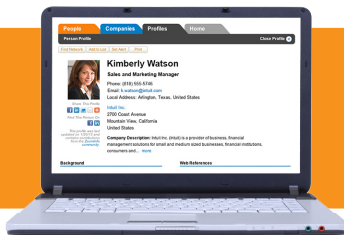
Need mid-level finance managers with IPO experience who live in select cities? No problem. You can get that specific when you source candidates using ZoomInfo Pro. In an instant, you can pinpoint talent that is an exact match. Find hard-to-reach passive candidates, get the complete story on them and be notified when your targeted candidates change jobs.

Running their businesses on ZoomInfo

- Eloqua increased its lead qualification rate by 220%.
- netFactor experienced a 300% increase in email click-thrus.
- Focus EduVation grew revenue by \$2 million in its first year.

“ ZoomInfo's technologies for collecting vital B2B data are a total game changer. Anyone who is not using ZoomInfo is making a big mistake!”

Ryan Patenaude
Senior director of sales and business development, Focus EduVation



Free, no-obligation trial. Try ZoomInfo Pro today!

Visit www.zoominfo.com/business/products/zoominfo-pro or call us at 866.904.9666.

ZoomInfo™ provides constantly verified, detailed profiles of millions of businesspeople and businesses, along with powerful search tools for lead generation and prospecting. Free business contacts are available through the ZoomInfo Directory. The company's premium products include the award-winning ZoomInfo Pro, ZoomInfo Data Services and ZoomInfo Enterprise Solutions. Follow ZoomInfo on [Facebook](#), [LinkedIn](#), [Twitter \(@ZoomInfo\)](#) and the [ZoomInfo blog](#). For more information, go to www.zoominfo.com or call 866-904-9666.

