

ZOOMINFO HEALTH SCAN ANALYSIS

With the current market conditions caused by COVID-19, now it's more important than ever to ensure you are generating high-quality pipeline that can sustain your business into the second half of 2020.

Pipeline Analysis

Pipeline Benchmark	2
Pipeline by Employee Count	3
Pipeline by Industry	4

Win Rate Analysis

Win Rate Benchmark	6
Win Rate by Employee Count	7
Win Rate by Industry	8

Targeted TAM Analysis

Current Penetration by Employee Count	10
Current Penetration by Industry	12

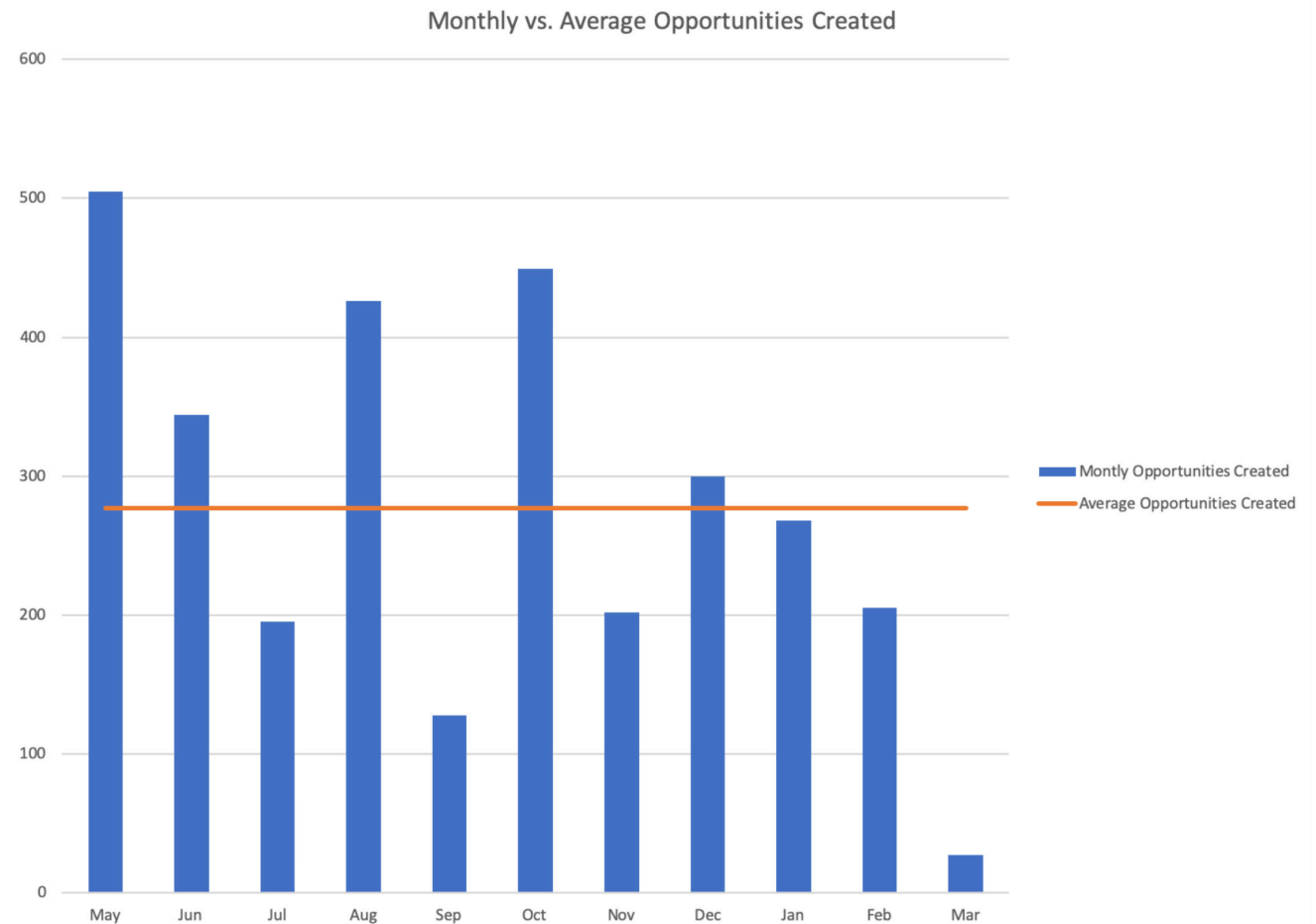
PIPELINE ANALYSIS

With the current market conditions caused by COVID-19, it's more important than ever to ensure you are generating high-quality pipeline that can sustain your business into the second half of 2020.

PIPELINE BENCHMARK

Let's take a closer look at your pipeline performance over time to pinpoint exactly when any degradation took place.

As you can see from the chart above, your pipeline dramatically decreased in March and that dip decreased your average pipeline generated for 11 months by 10%.



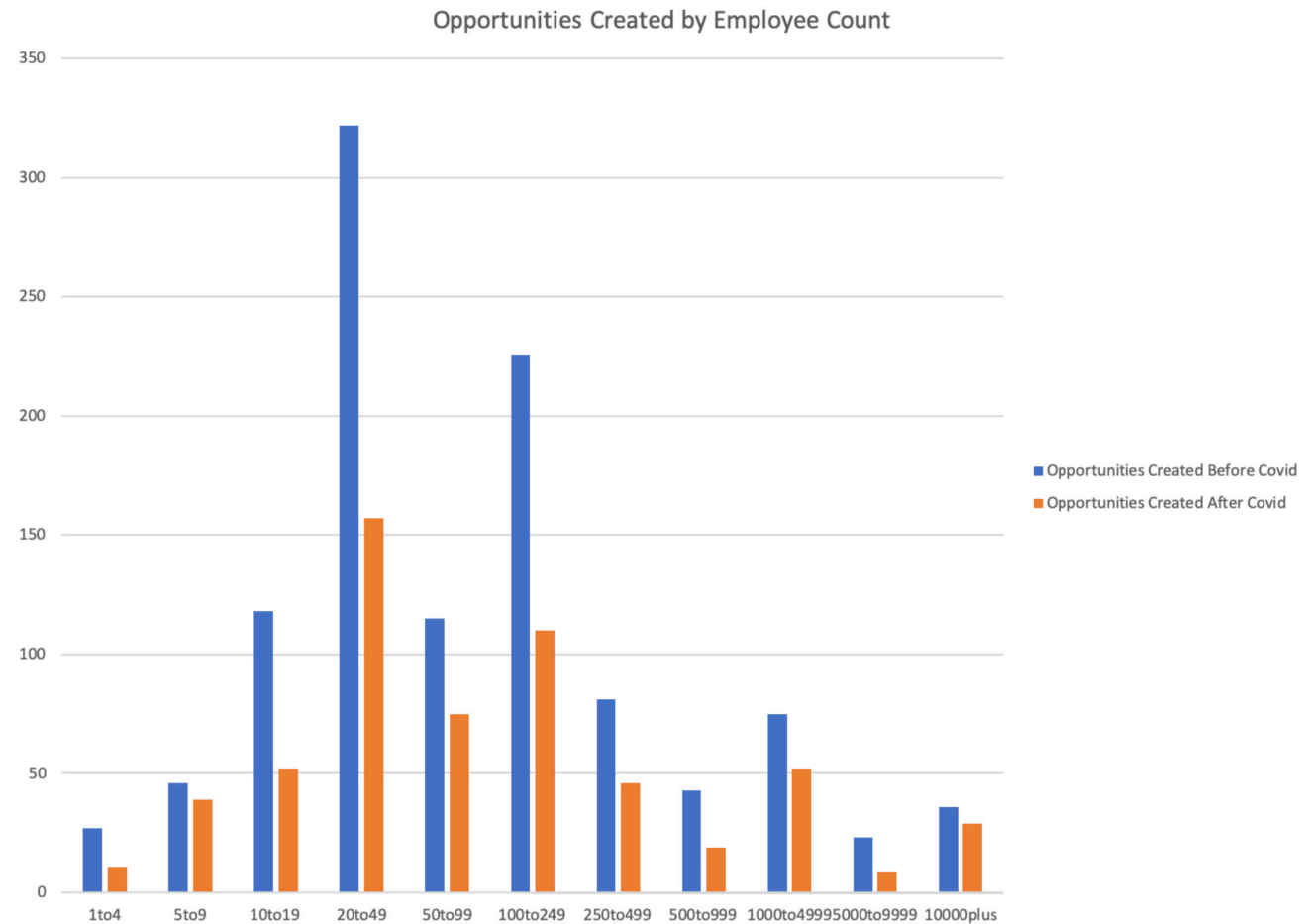
PIPELINE BY EMPLOYEE COUNT

Many factors can play into whether a company continues to be a good fit for your sales and marketing efforts – including company size. Let's take a closer look at the companies you've had success with over the past 11 months.

As you can see from the chart above, companies that have 20-49 employees are much more receptive to outreach from your company than those that have 1-4 employees.

Top Companies in 20-49 Employee Count

1. NodeSource
2. Fyle
3. Coda Search



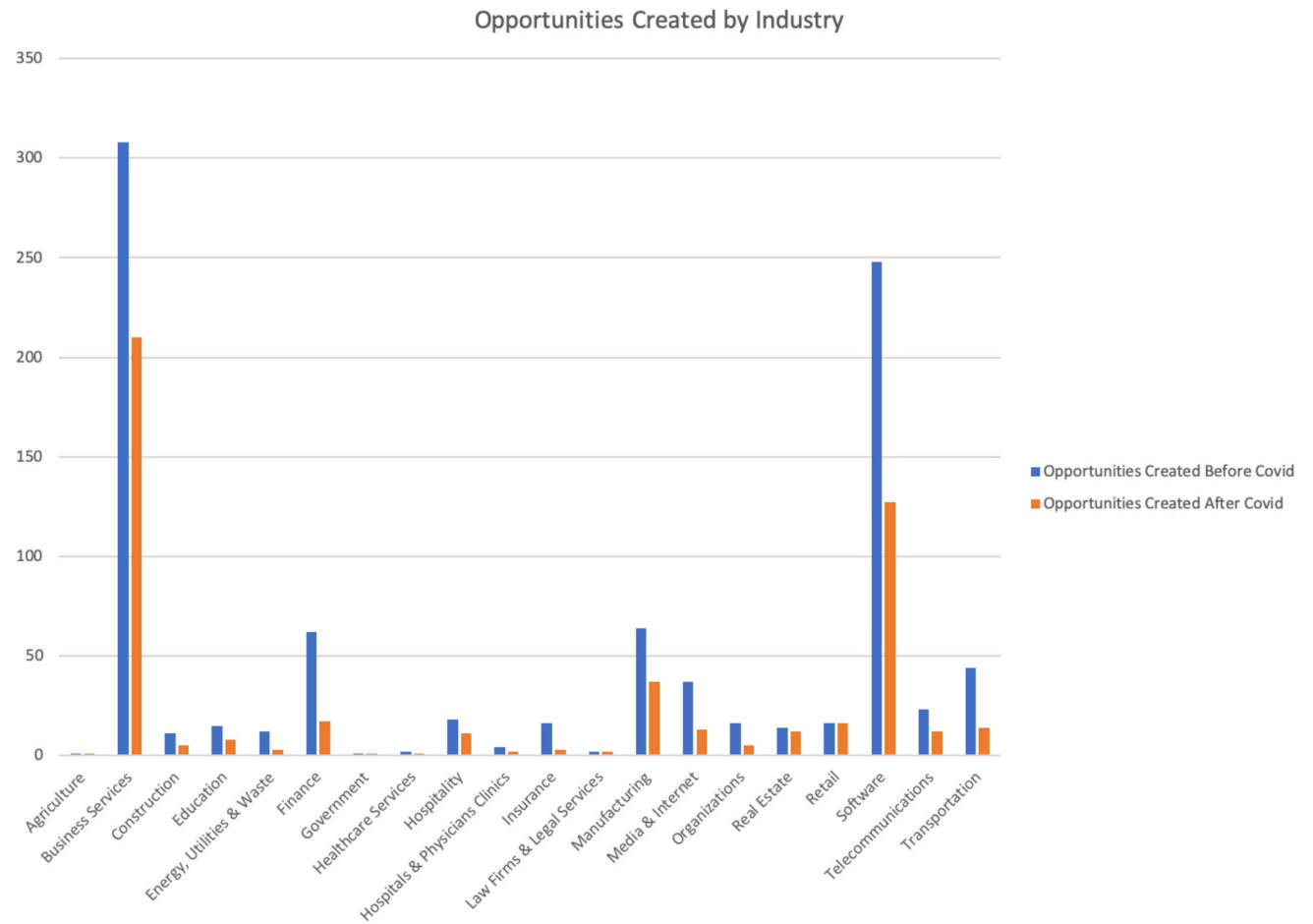
PIPELINE BY INDUSTRY

Since COVID-19, many industries have seen dramatic growth and decline based on the new market conditions. Let's take a closer look at the industries your company has had success with over the past 11 months.

As you can see from the chart above, companies in Business Services and Software are much more receptive to outreach from your company than those in Government or Law Firms & Legal Services.

Top Companies in Business Services Industry

1. ServiceNow
2. Paychex
3. Flexential



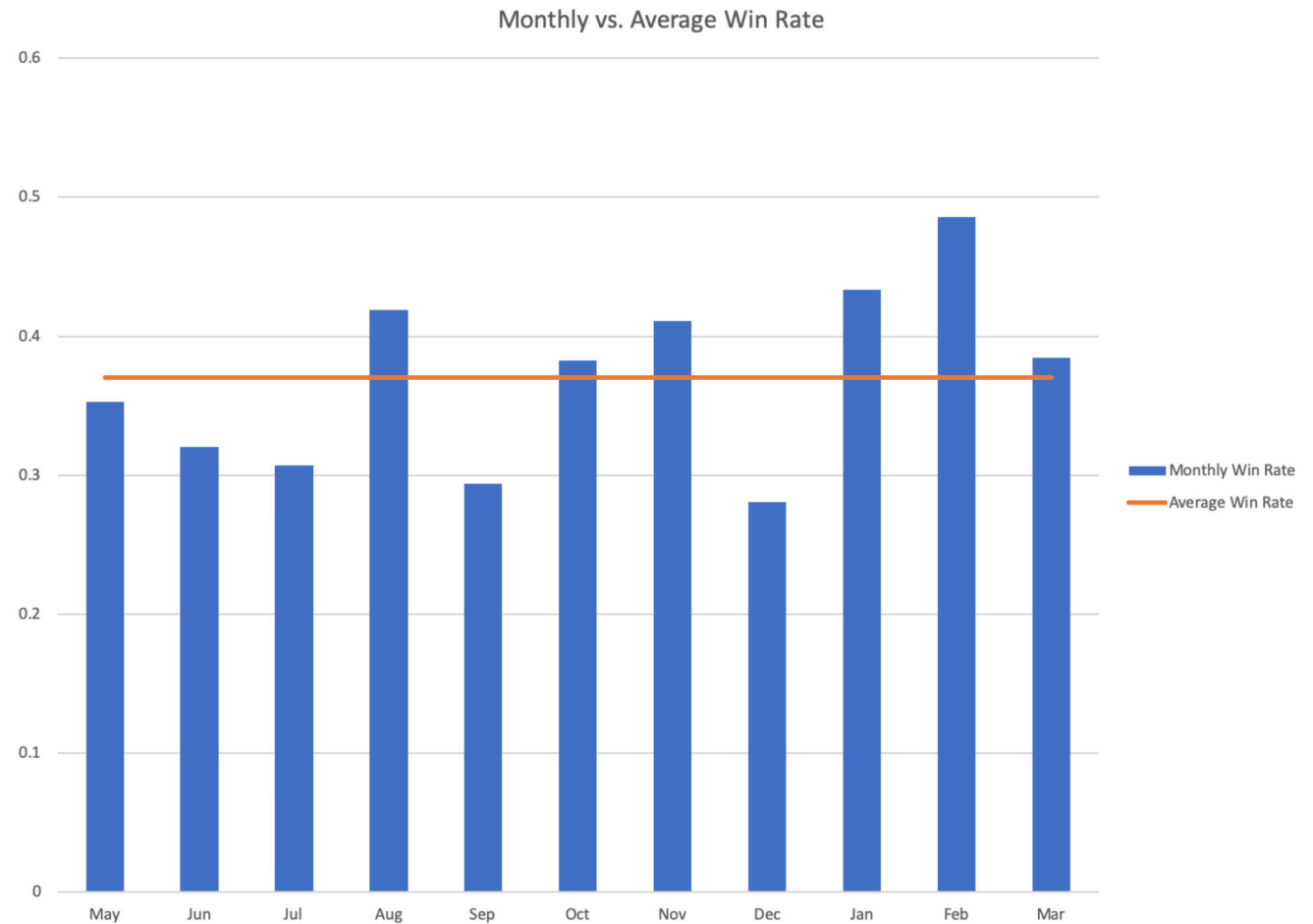
WIN RATE ANALYSIS

In this new climate, it's critical to understand what kinds of business will close in the short-term, and which will likely stall in the sales funnel.

WIN RATE BENCHMARK

Let's take a closer look at your historical win rates per month in comparison to how you've been performing in the new climate.

As you can see from the chart above, your win rate dropped in September and December and that dip decreased your average win rate for the 11 months by 15%.



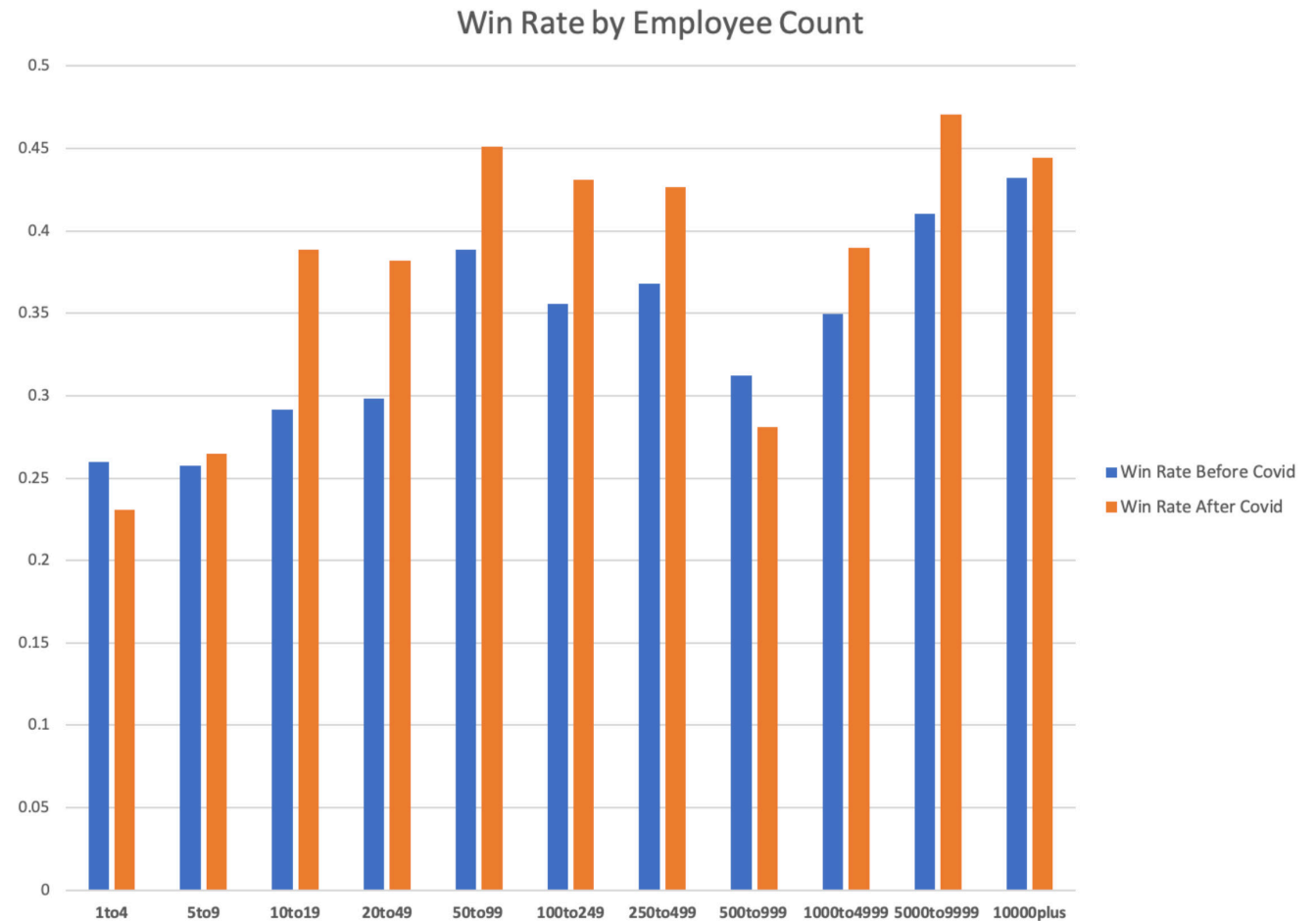
WIN RATE BY EMPLOYEE COUNT

Just like with pipeline, company size can be a huge factor in predicting whether or not a company is likely to purchase from you during this climate. Let's take a closer look at the companies you've had success with over the past 11 months.

As you can see from the chart above, companies that have 5,000-9,999 employees are much more likely to buy from your company than those that have 500-999 employees.

Top Companies in 5,000 to 9,999

1. Endava
2. Verisk Analytics
3. Tata Communications



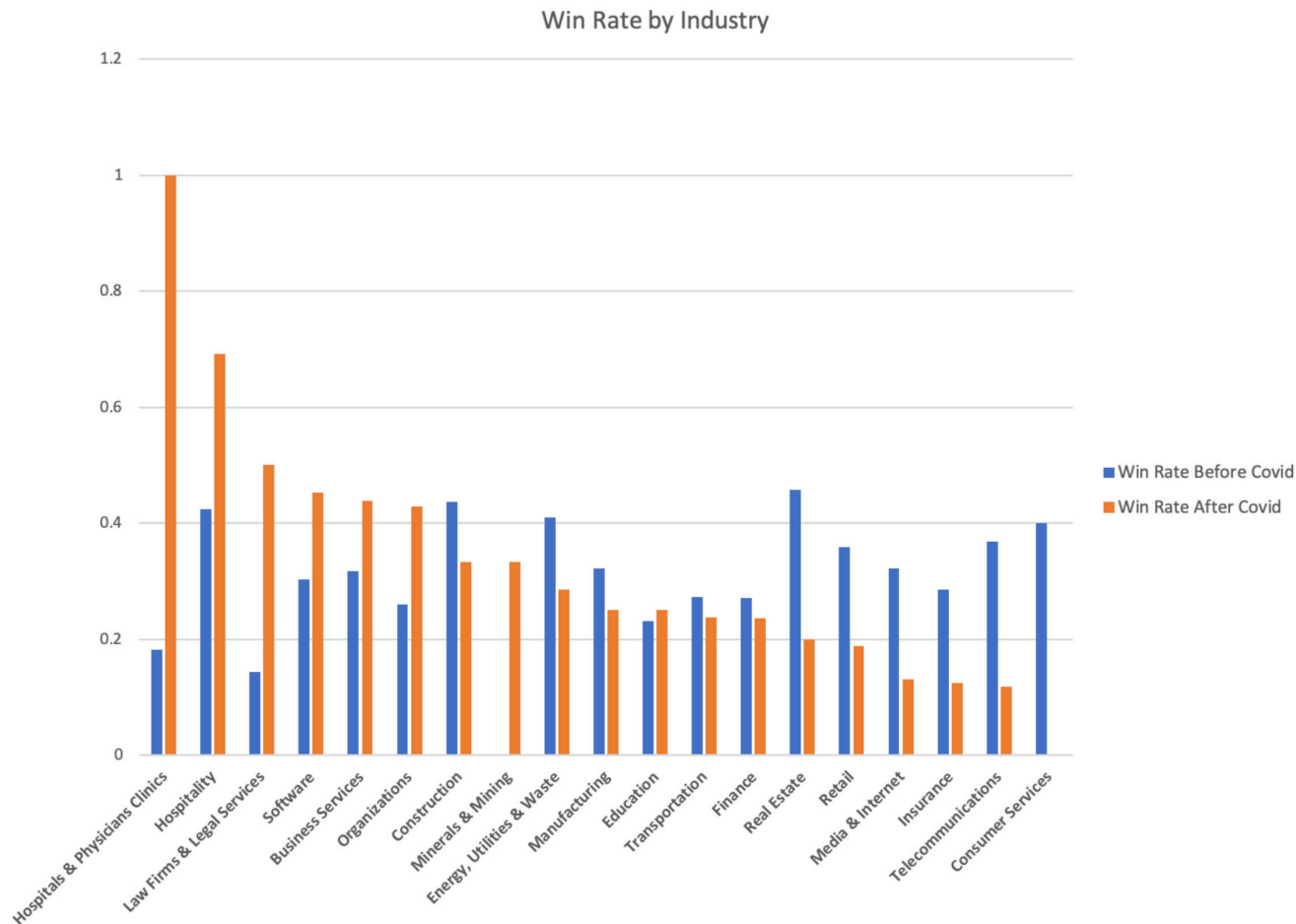
WIN RATE BY INDUSTRY

As market conditions stabilize in this COVID-19 climate, it's important to consider which industries are thriving and which are just surviving. Let's take a closer look at the industries your company has had the most success with over the past 11 months.

As you can see from the chart above, companies in Hospitals & Physicians Clinics and Hospitality are much more likely to purchase from your company than those in Finance or Retail.

Top Companies in Hospitals & Physicians Clinics

1. DaVita, Inc.
2. Cleaveland Clinic
3. Banner Health



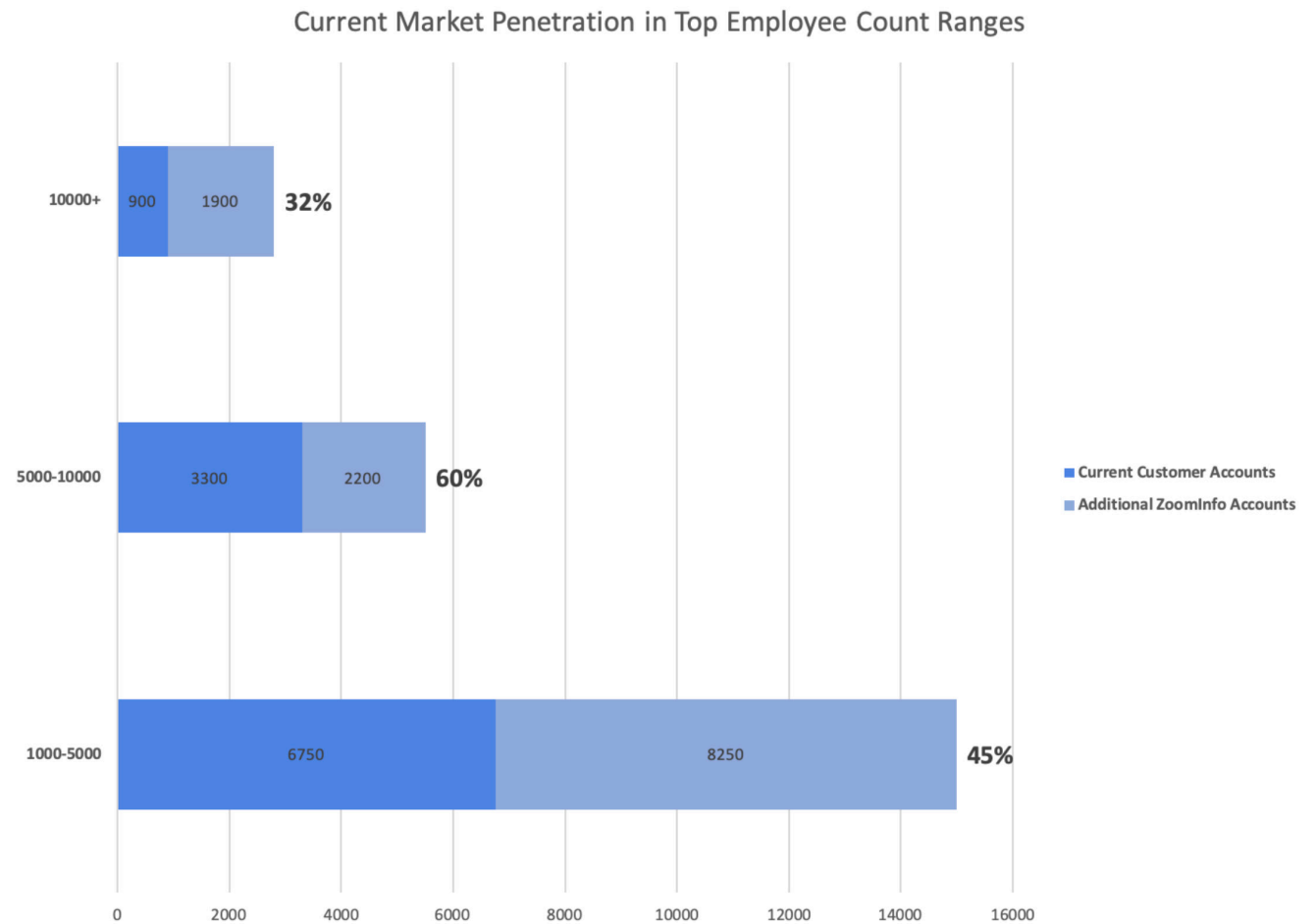
TAM ANALYSIS

Let's take a look at the total addressable market in the industries and company sizes we identified as the most likely to do business with you today.

CURRENT PENETRATION BY SIZE

We took your customer database and matched it with the company profiles we have in ZoomInfo to provide you with your potential market opportunity by company size.

As you can see, there are 8,250 companies in your ideal company size range of 1,000-5,000 employees that you can start campaigning to today!



Unpenetrated
Companies by
Employee Count

1000-5000

5000-10000

10000+

- 1. Company 1
- 2. Company 2
- 3. Company 3
- 4. Company 4
- 5. Company 5

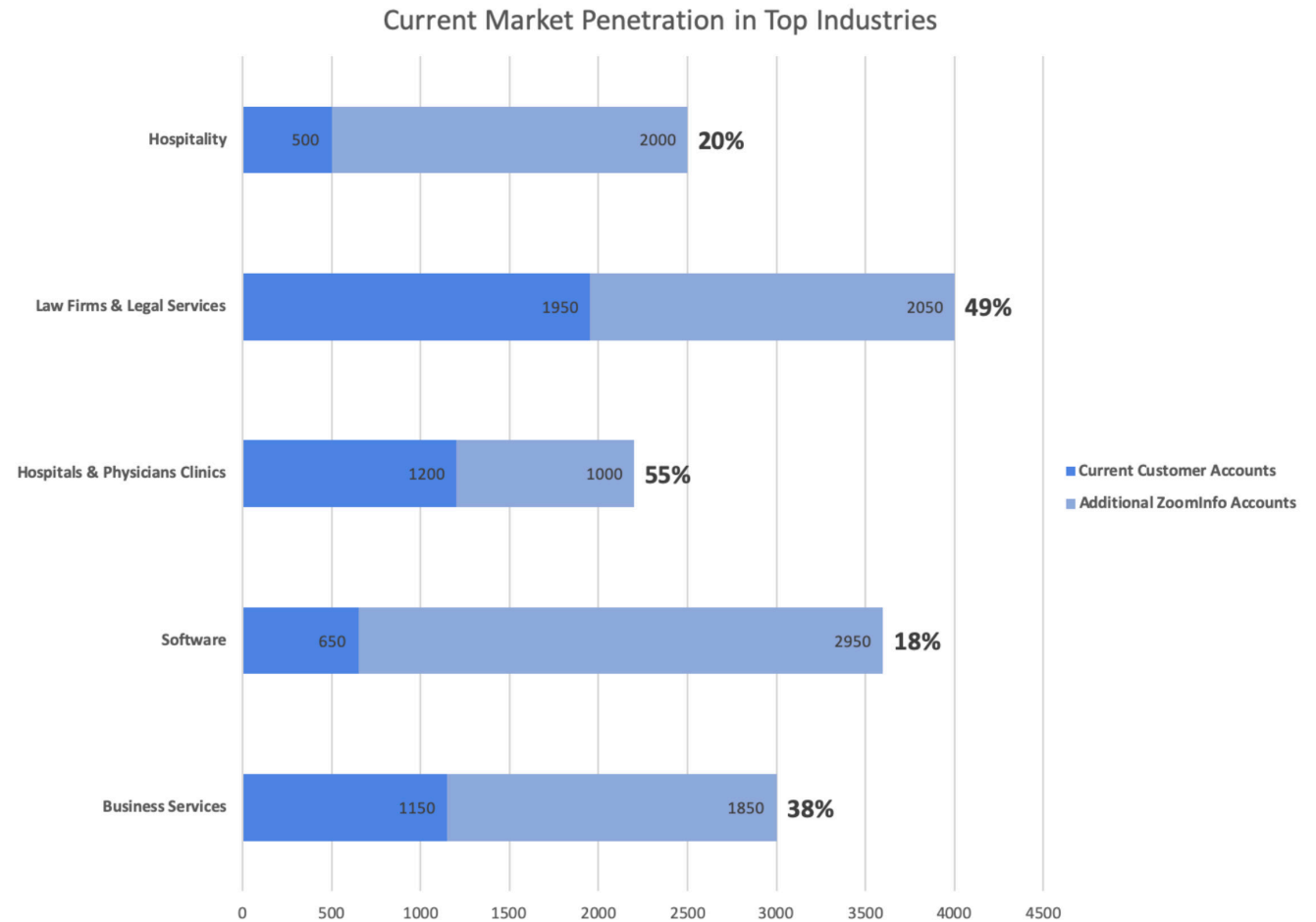
- 1. Company 1
- 2. Company 2
- 3. Company 3
- 4. Company 4
- 5. Company 5

- 1. Company 1
- 2. Company 2
- 3. Company 3
- 4. Company 4
- 5. Company 5

CURRENT PENETRATION BY INDUSTRY

We took your customer database and matched it with the company profiles we have in ZoomInfo to provide you with your potential market opportunity by industry.

As you can see, there are 3,000 companies in Hospitality and Hospital & Physicians Clinics that you can start campaigning to today!



Unpenetrated
Companies by
Industry

Hospitality

Hospitals &
Physicians Clinics

Business Services

- 1. Company 1
- 2. Company 2
- 3. Company 3
- 4. Company 4
- 5. Company 5

- 1. Company 1
- 2. Company 2
- 3. Company 3
- 4. Company 4
- 5. Company 5

- 1. Company 1
- 2. Company 2
- 3. Company 3
- 4. Company 4
- 5. Company 5