aws marketplace

ZoomInfo

Reviews, tips, and advice from real users

Contents

Product Recap

ZoomInfo

ZoomInfo Recap

ZoomInfo is a platform designed to get you in touch with the right people and companies.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

✔ "ZoomInfo's data refreshment helps overcome those issues. Overall, it's very user-friendly in terms of filtering and data accuracy."

Deepak Kenguva
Senior Manager, Marketing Operations at Ethos

✔ "We can easily find the data we need on ZoomInfo, which is why I like it. It has 99 percent accuracy. ZoomInfo almost always provides accurate data for specific roles and markets."

UjjwalKumar2
Market Research Associate at Jasper Colin

✔ "The technical support team has been very responsive and helpful."

Lamar Woods
Senior Technical Recruiter at Strategic Staffing Solutions

✔ "Sometimes, when working on Indian accounts, we need direct contact numbers. In such cases, ZoomInfo is useful for our data research."

Arbaj Siddiqi

Customer Intelligence analyst at Hyster-yale Group

✔ "The solution saves us time and money."

Sonu Thomas

Operations Manager at Cognitive Global

✔ "The overall product is fantastic and it serves its purpose."

Verified user

Analyst at a computer software company with 1,001-5,000 employees

✔ "It is a stable product."

Sapna Varshney

Senior Data processor at Damco SOlutions

What users had to say about valuable features:

The best features are all the tools on the back end that help me filter for the prospects that I'm trying to reach. It saves me a lot of time and enables me to book more meetings, generating more opportunities for our sales team and therefore more revenue.

Verified user   Read full review ↗
Account Executive at a tech company with 51-200 employees

"The contacts available in the solution are genuine and verified. The tool provides us with the hierarchy of the organization. We can contact the right person.."

Sonu Thomas   Read full review ↗
Operations Manager at Cognitive Global

"The filters are very good. We can completely customize the filters, like targeting specific job levels (executive, manager, etc.). Also, the real-time updates are valuable. They refresh their data every week, which is important because people change companies, old data expires, and emails become invalid.

ZoomInfo's data refreshment helps overcome those issues. Overall, it's very user-friendly in terms of filtering and data accuracy.."

Deepak Kenguva   Read full review ↗
Senior Manager, Marketing Operations at Ethos

"Email alerts for industrial scoops are great. Keeping track of all the industry-specific news which is relevant to the business for growth has never been easier. Zoominfo overcomes challenges and provides a wide range of parameters to report on. We can set alerts for a wide range of industries, domains, sectors, and per our area of interest and hence can keep ourselves updated without fear of losing any opportunity.

The contact details are helpful. The contact details (email and phone number sourced by Zoominfo) are the best in the industry, especially for the APAC region.."

Verified user   Read full review ↗
Analyst at a computer software company with 1,001-5,000 employees

"The best features that ZoomInfo offers include the integration with LinkedIn which is one of the best features because that means when I'm prospecting and researching, I can easily find the right contacts. I also love the feature that enables me to see who's more likely to respond via email or via call. It's not always 100% accurate but it helps me level up and do the right method of outreach to the right person.

"Additionally, I love the integration features that I can easily integrate with the software that I need such as SalesLoft, so I can quickly import the contacts.

"ZoomInfo positively impacts my organization because it helps us do prospecting which in turn helps us get meetings, opportunities and revenue.."

Daniel Mitchell
Manager at PeerSpot

Read full review ↗

"Regarding the best features that ZoomInfo offers, I am not sure they have best features; they are a data provider, and good features would be the fact that they integrate with our current CRM and previous CRMs, as with our cadencing tools.

I can tell you that those integrations have helped streamline our processes, but I do not have specific outcomes. I hear some sales reps appreciate the integrations, and then I hear some find it clunky when they are going between ZoomInfo and their CRM and their cadencing software, so I do not have any key instances, but I just have general ones.

One other thing I have noticed about ZoomInfo's features is that I appreciate their focus on intent data and how they are trying to surface accounts that are more in market, using a bunch of different data sources for that. They have really improved that since when they first launched, it was three to four week old data, which was not really helping with intent, so now they have upped that and changed the game.."

Verified user   Read full review ↗
CRO at a tech company with 51-200 employees

Other Solutions Considered

"Lusha is cheaper, but ZoomInfo has more contacts. Other tools I have used include integrations with CRMs. Lusha has a free version and a gradual upgrade option.."

Sonu Thomas   Read full review ↗
Operations Manager at Cognitive Global

"I did not use other tools as an alternative yet have used some in addition to it. Zoominfo does not work well when it comes to finding European and Middle East details. I use Lusha for finding those details.."

Verified user   Read full review ↗
Analyst at a computer software company with 1,001-5,000 employees

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"Before choosing ZoomInfo, we evaluated other options as an organization. We looked at things such as Lusha. However, I'm not the decision maker, so this wasn't a decision that I made. That was done by senior management.."

Daniel Mitchell   Read full review ↗
Manager at PeerSpot

"The main thing my company chose ZoomInfor is compliance. We have a lot of partners, but compliance is the main issue, where the UK market is the most restrictive. We don't want to end up losing our tool or paying fines if they complain about receiving emails. There are a lot of tools, but compliance is the big issue.

And the data that's available in ZoomInfo is more than their competitors. LinkedIn Sales Navigator also has good data, but it depends on pricing and data availability. We use LinkedIn to manually capture data, but it's not the same. They don't provide it. We manually go to them and grab their data, so that is different.

ZoomInfo has GDPR-compliant data where you can directly communicate with the audience. So that's why we are good with the compliance process.."

Deepak Kenguva   Read full review ↗
Senior Manager, Marketing Operations at Ethos

ROI

Real user quotes about their ROI:

"I've seen a return on investment with ZoomInfo because it definitely saves me hours of work when I'm prospecting in terms of the ability to quickly get the data and import it where I need.."

Daniel Mitchell
Manager at PeerSpot

Read full review ↗

Use Case

"My main use case for ZoomInfo is to help me with prospecting into accounts and getting contact information. It also enables me to quickly import contacts into SalesLoft.."

Daniel Mitchell   Read full review ↗
Manager at PeerSpot

"We use ZoomInfo to provide data for our sales team. It helps us in obtaining contact information for companies we want to target, looking up their personas by job titles, and getting emails and phone numbers.."

Verified user   Read full review ↗
CRO at a tech company with 51-200 employees

"I use it to acquire data. For example, I have a product I'm selling and need to identify my target audience. ZoomInfo is similar to LinkedIn Sales Navigator or other products in that way.

I purchase data with proper consent, as per compliance regulations like the TransUnion Act in the UK or GDPR. We can directly import this compliant data into our marketing cloud or any database and then use it for outreach and communications about our product.

For example, if I have an HR product, my target audience might be all HR professionals in the world or just in North America. I can apply filters in ZoomInfo's interface to identify users already in my database and find new leads. I can then purchase credits to access their information and start communicating with them.."

Deepak Kenguva   Read full review ⬈
Senior Manager, Marketing Operations at Ethos

"I have been using ZoomInfo since the beginning of my career. I have worked in several research domains – market research, executive research, and IT research – and ZoomInfo has always been the first choice of the decision-makers when it comes to identifying the contact details (i.e email and phone number so the prospecting candidate(in executive search) and Prospective buyer (in market and IT research). The data provided really rich and the email and phone number effectiveness rate have been astonishing.

In addition, prospecting through Zoominfo could never be easier. it has multiple filtering options related to the contact (name or email search), companies (with search by URL, company name, industry, company revenue, size, employee size, and many more). It contains almost all the data points that somebody in the industry could think of for prospecting and lead generation.

The alerts option has been the cherry on the top. I use it for tracking the latest updates in the industry be it mergers and acquisitions, IPO details, funding news, and executive movement alerts. With a few clicks we can set these alerts and they get reaching to your inbox on a regular basis so you don't miss any major updates.."

Verified user   Read full review ↗
Analyst at a computer software company with 1,001-5,000 employees

Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

"The initial setup with ZoomInfo is super easy because you just log in with the account and then you're good to go. It's a very straightforward mechanism.."

Daniel Mitchell

Read full review ↗

Manager at PeerSpot

"The setup is not a big deal as long as you have a clear goal and know your target.

My experience with the initial setup:

If you have a properly defined goal, you can go with any of the available options. For example, you need to determine how many leads you want in Q1 and Q2, your budget, and what tools you need. Once you onboard ZoomInfo, you also need to budget for credits. **Everything needs to be planned properly, so onboarding isn't a big deal.**

First, define your goal clearly. Then, you can talk to ZoomInfo and see what they offer. They can give you some raw data, which is how I onboarded. I asked ZoomInfo for a sample of 100 or 200 records so I could manually check the quality on LinkedIn.

I had a team that manually checked the data using tools like SMARTE or ZoomInfo ONE. We gave them our target audience, such as VP-level or finance leaders, and asked for a sample to assess the quality. I could then verify the sample data manually to see if it was 70% or 80% accurate compared to our competitors. If it met our standards, we would purchase credits, apply filters, clean the data, and start using it.

Deployment model:

I just use credentials to log in and purchase credits to access the data. It's not deployed on the cloud for us.

There is a project in the pipeline to fully integrate ZoomInfo data into our Salesforce cloud, with two-way syncing of directors. Currently, we manually log in to ZoomInfo, but in the future, our plan is to completely sync ZoomInfo data with Salesforce Marketing Cloud.

This will eliminate manual tasks, and any new leads or data acquired by ZoomInfo will automatically reflect in Salesforce.."

Deepak Kenguva

Customer Service and Support

"Sometimes, I have to wait for a response, maybe 30-40 minutes. When I'm working, I want issues resolved as soon as possible, but there are times when the response takes longer than I'd like.."

UjjwalKumar2   [Read full review ↗](#)
Market Research Associate at Jasper Colin

"Regarding customer support, I know they have moved away from a one-on-one customer success approach, which I understand, but they have done a lot more videos, and I find it to be fine.

On a scale of one to ten, I would rate their customer support an eight.."

Verified user   [Read full review ↗](#)
CRO at a tech company with 51-200 employees

"I have contacted customer support and service several times. For every login, ZoomInfo gives a thousand or two thousand credits. So, we'll take ten logins. If we need additional logins, any additional downloads, or any sample data, we reach out to them for support. They give us some point of contacts when we purchase the tool. We first reach out to them, and if they don't respond properly, we directly reach out to ZoomInfo support and see how they can assist us.

There is still room for improvement because they are not proactive. There are proactiveness and delays. It takes a lot of time to get responses from them.

Mostly, these kinds of tools focus on sales. Once the sales are done, the service is slow. We cannot escalate to a higher level because they say they have so many tickets and are going by order. Delay is the main reason I cut it down to eight. Otherwise, the service is good.."

Deepak Kenguva   Read full review ⬈
Senior Manager, Marketing Operations at Ethos

Other Advice

"I advise others to thoroughly research ZoomInfo and compare it directly with their current tools to see its benefits.

I recommend it to others and rate it a nine out of ten. ."

Lamar Woods
Senior Technical Recruiter at Strategic Staffing Solutions

Read full review ↗

"We are partners. I will recommend the solution to others. However, it will be my second choice after Apollo.io. If we want to find the mobile numbers and email IDs of decision-makers in a company, we can use the product. Overall, I rate the product an eight out of ten.."

Verified user
Enterprise Account Manager at a tech services company with 501-1,000 employees

Read full review ↗

"My advice to others looking into using ZoomInfo is to make sure that whatever software you're onboarding has the integrations that you need, the usability and also the most accurate data.

"On a scale of 1-10, I rate ZoomInfo an 8 out of 10.."

Daniel Mitchell
Manager at PeerSpot

Read full review [↗]

"If I have advice for others looking into using ZoomInfo, it would be to definitely do comparisons between at least two other data providers and also read reviews of ZoomInfo and other data providers for companies of the same size team and same use case. I would also want to talk to sales ops, marketing ops, and other sales leaders to see how their teams have experienced ZoomInfo.

On a scale of one to ten, I rate ZoomInfo a six overall. The reason I rate it a six is because it is not perfect, they have got issues with telephone data in EMEA, and they are lagging in terms of job change information updates.."

Verified user
CRO at a tech company with 51-200 employees

Read full review [↗]

"I rate the tool's adaptation to changing data regulations around a seven-point five to eight out of ten because ZoomInfo plays a crucial role in data gathering or data extraction for a particular industry or market. Now, it's easier for people to get data easily from Google.

I recommend this to my peers and colleagues because they provide good data. They

are a good data source and offer a data structure. Currently, we are doing market research. So, I tell my colleagues or team that you can get data easily from ZoomInfo. It is reliable to use. That's why I recommend using it.

I rate the overall solution an eight out of ten. .”

UjjwalKumar2
Market Research Associate at Jasper Colin

“We are working on sales support and collecting data on various aspects of our work. We provide valuable data for our sales team, helping them manage and share information effectively.

Maintenance is easy, but we cannot find small company data sometimes.

We use ZoomInfo only for Indian accounts to get direct contact numbers quickly.

ZoomInfo provides accurate and current details. We don't rely on other tools, such as Apollo, because we believe they do not offer up-to-date information. Therefore, we use ZoomInfo for our testing processes. Our company also trusts ZoomInfo.

We are working on Indian accounts. Additionally, I have assigned the team to work on accounts in other countries, such as those in the EMEA region and European countries , but it's beneficial for Indian accounts.

We recommended the solution to other users for the direct email of the contact person.
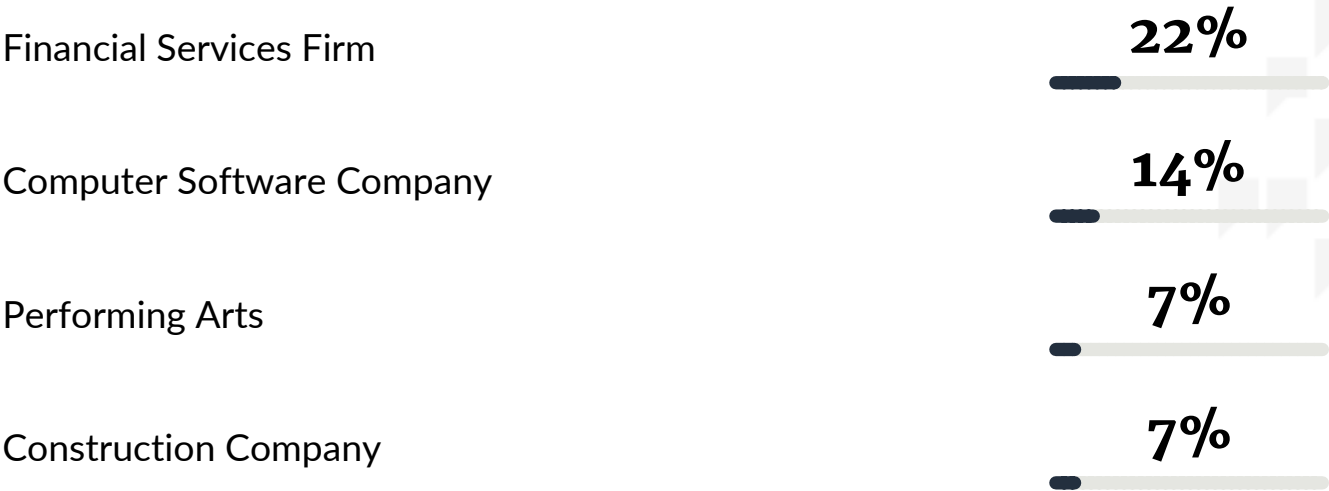
Overall, I rate the solution a ten out of ten..”

Arbaj Siddiqi
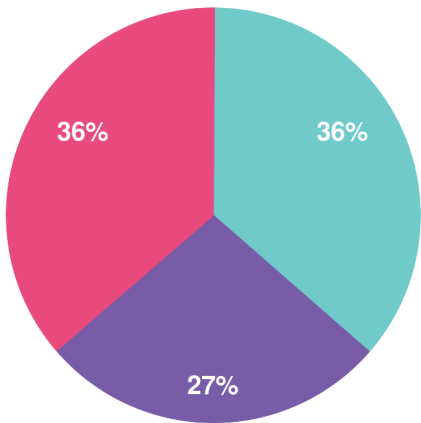Customer Intelligence analyst at Hyster-yale Group
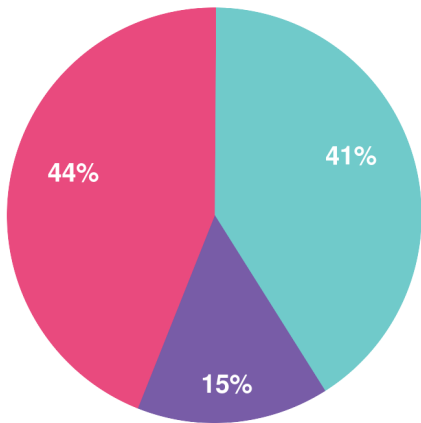
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27%

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15%

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