



zoominfo

ROI Study

ZOOMINFO | 2024

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● Why Sellers Need Accurate Intent Data

HubSpot estimates that 60% of the buyer's journey is completed before engaging with a seller, but whoever reaches out to engage first has a huge advantage. So how do sellers know when and how to engage?

Enabling sellers to spend their time on prospects who are already researching and considering a purchase makes sales efforts more efficient and effective.

It's becoming increasingly difficult to make sense of buyer signals because first and third-party intent data sits in multiple silos and there is so much noise.

Mid-market and enterprise CRO's are solving this with myriad technologies stitched together, often having trouble making enough sense of signals to arm sellers with useful intelligence.

About ZoomInfo

ZoomInfo Sales is a comprehensive platform that provides detailed information about companies and contacts along with intent data from a variety of sources, enabling sales teams to find, engage, acquire, and grow customers.

The focus of this ROI study is ZoomInfo Copilot, a new capability that complements the existing features of the ZoomInfo sales platform by leveraging AI and automation to sift through the noise and identify insights that make sellers more effective.

Copilot is able to unify, integrate, and analyze multiple data sources and in order to give sellers AI-guided recommendations about who to contact, when to engage them, and even what to say. Overall, ZoomInfo Copilot strengthens the platform's capability to drive more efficient and successful sales processes, making it an invaluable tool for sales teams looking to maximize their performance.

● Customer Use Cases

In reviewing feedback from hundreds of customers, we have determined that ZoomInfo Copilot meets the following needs:

How Companies Leverage ZoomInfo Copilot

Account Expansion	ZoomInfo Copilot helps sales reps identify and act on new opportunities within existing accounts. It surfaces valuable account intelligence, such as new corporate initiatives, key personnel changes, and unusual levels of competitor research, right in their feed.
Prospecting	Copilot identifies and scores new business opportunities based on real-time buying signals from best-fit accounts, allowing sellers to act quickly on prospects who are actively looking for a solution. It can also highlight account influencers, decision-makers, and even detractors. Sales reps can identify the right contacts to engage with Copilot's email outreach suggestions.
Personalized Engagement	Copilot's AI email generator gives reps personalized and customized language based on accurate B2B data (both from customers' own systems and ZoomInfo's continually updated contact, company, and signal data). Advanced algorithms and a solid foundation of accurate data make creating content at scale a less risky proposition. Moreover, Copilot users can choose which offerings are woven into the AI-generated emails, adjust as needed, and send highly relevant outbound messages much faster.
Optimized Flows	Copilot creates rich account summaries by aggregating and analyzing CRM and website data along with ZoomInfo's B2B data, intent signals, and partner data sources. These account summaries give sales teams real-time and actionable account guidance, including possible problems, use cases, and a summary of previous engagements.

Customers tell us that ZoomInfo Copilot:

- **Combines and unifies data sources** to produce valuable insights
- Writes **compelling and realistic emails**
- Increases **response rates**
- Improves **productivity**
- Delivers more **opportunities and pipeline**
- **Integrates well** with a host of other GTM technologies and platforms
- **Helps sellers connect** with in-market customers faster

QUOTABLES

“ZoomInfo was the best decision we’ve made.”

“Copilot crafts really great emails and feels like it was personally written.”

“Copilot helps us reach more people.”

“It is honestly magical technology.”

“It is a complete game changer and I’d never work without it again.”

“ZoomInfo’s data quality has paid off spectacularly.”

“ZoomInfo gets us in front of buying signals so we can meet buyers where they are.”

“Our new secret weapon.”

“We continue to be impressed by its functionality and ease of use.”

ZoomInfo’s ROI

ZoomInfo customers see demonstrable ROI for the use cases described in this study.

Revenue

\$2M

In new revenue (**Focus EduVation**)

\$1.6M

ARR and 390 closed opportunities (**SAP Concur**)

1900%

Increase in annual revenue (**Deal IQ**)

Pipeline

2x

Higher new customer conversion (**Snowflake**)

\$2M

In pipeline and 100k records deduped (**Watermark Insights**)

90%

Increase in pipeline year-over-year (**Workfront**)

\$2.2M

In pipeline (**ChurnZero**)

Productivity

20%

Increase in productivity using Copilot (**Netenrich**)

5x

Increase in sales productivity (**Hotel Engine**)

2 hours

Saved per rep per day (**Demodesk**)

5 hours

Saved per week using CoPilot (**Apricorn**)



● About GTM Partners' ROI Studies

GTM Partners' ROI studies are third-party validated assessments of Go-to-Market vendor solutions that are primarily focused on how to get the most out of an investment in technology. Centered around use cases (as opposed to stack ranking vendors), these guides are intended to provide readers with a data-driven analysis of what problems the solution is intended to solve and how well it delivers on those promises.

ROI Studies are developed in three stages:

- First, we will work with the vendor to learn about their capabilities. The vendor must respond to a use-case-driven market survey, provide a demo and give us insight into their roadmap.
- Next, we analyze G2 data to understand how the market at large is using the solution and what they find to be most valuable. We also review feedback on the entire segment to understand how that vendor performs against its competitors or similar solutions in the use cases specified.
- Finally, we speak with three customers to better understand their primary use cases, get an understanding of any additional investment outside of the cost of the solution and confirm any need for additional investment in companion solutions required for the use cases to be performed.

GTM Perspectives are developed at the request of the vendor, who provide us access to their customers and support our understanding of the solution we are validating.

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