



2023

Customer Impact Report.



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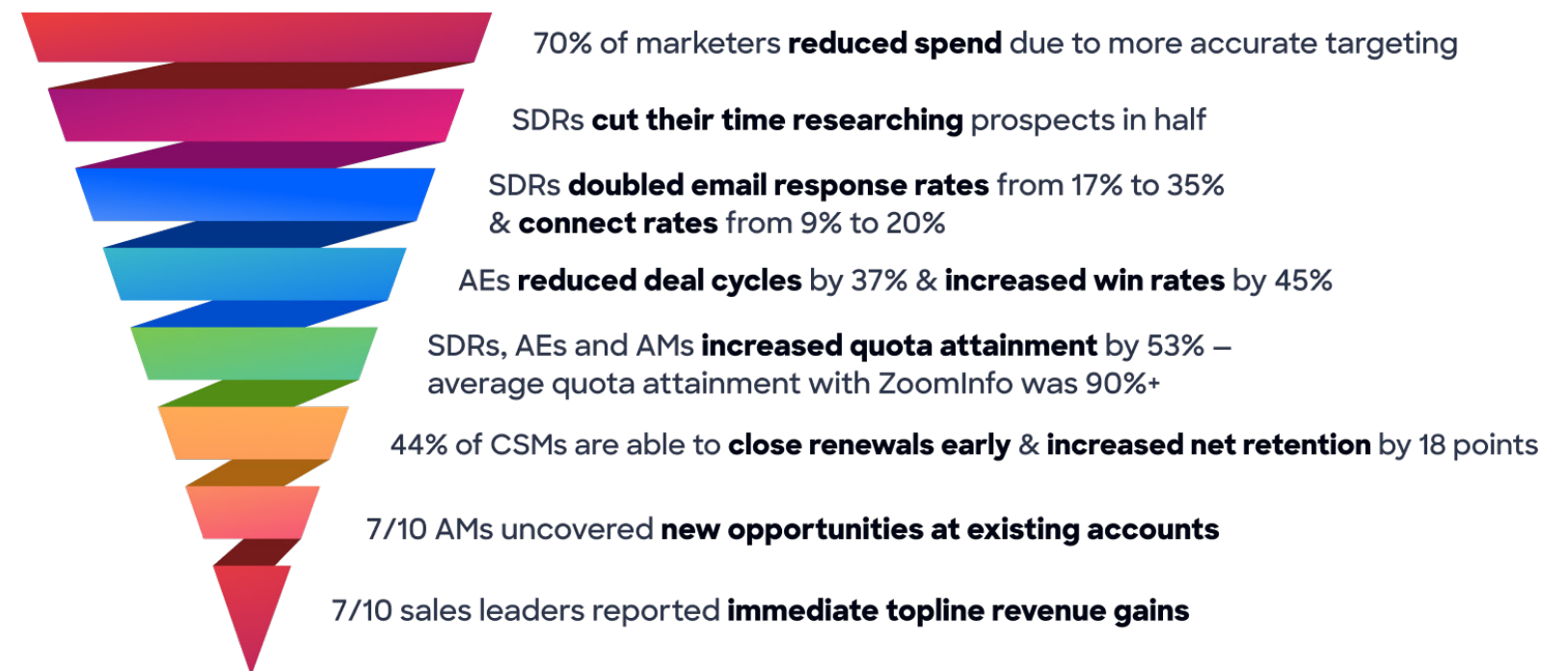
Introduction

ZoomInfo has been helping businesses grow for more than 15 years. To deepen our understanding of the unique challenges facing our clients, we surveyed thousands of users across 2,400 accounts to learn more about their problems and how our products are helping them reach new audiences and grow their businesses.

From emerging upstarts to Fortune 500 companies, we found users who have transformed their businesses and their careers thanks to our platform. They include sales reps who are eliminating multiple days of fruitless prospecting, marketers who are connecting with buyers primed to purchase, and sales leaders who are seeing immediate gains in revenue and productivity.

Our mission is to help great companies and great people transform how they do business and unleash their full potential. When our customers succeed – when they meet the moment and solve challenges that once seemed impossible – we all win.

Full-Funnel Benefits for Go-to-Market Teams



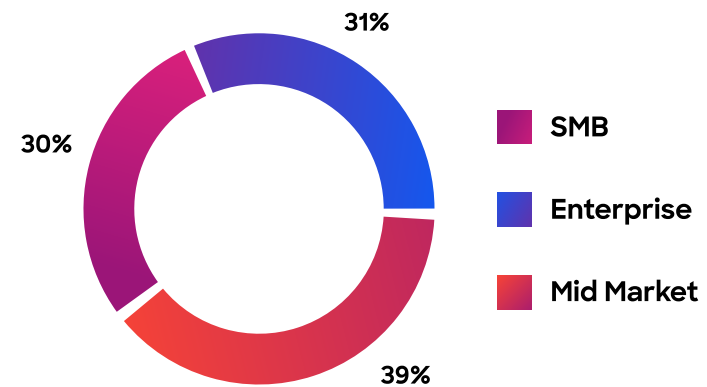
Survey Overview

ZoomInfo's 2023 Customer Impact Report was drawn from our survey of over 4,300 users from 2,400 different accounts in October 2022.

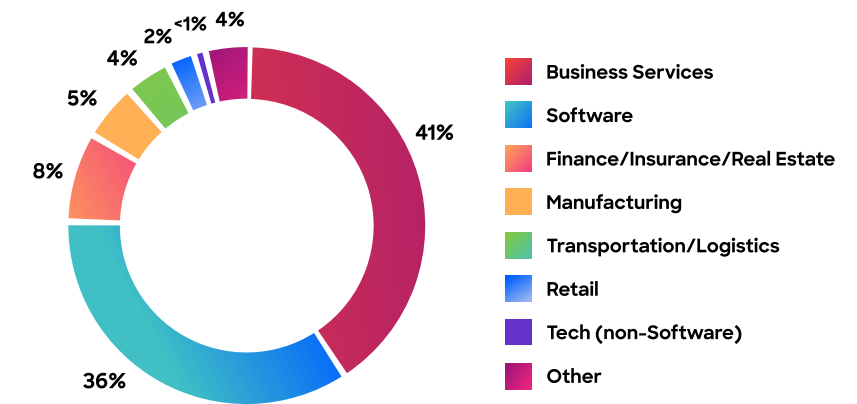
Respondents included users across our product range, account segments, industries, geographical regions, and user tenure. Users self-classified their roles, with 31% identifying themselves as sales development reps and 24% as account executives or account managers. An additional 10% of respondents held a sales leadership role, and another 10% worked in operations, IT, or data.

Of the remaining respondents, 8% were marketers, 7% work in recruiting, and 4% are customer success managers. The remaining 7% of respondents did not identify with one of the pre-selected roles.

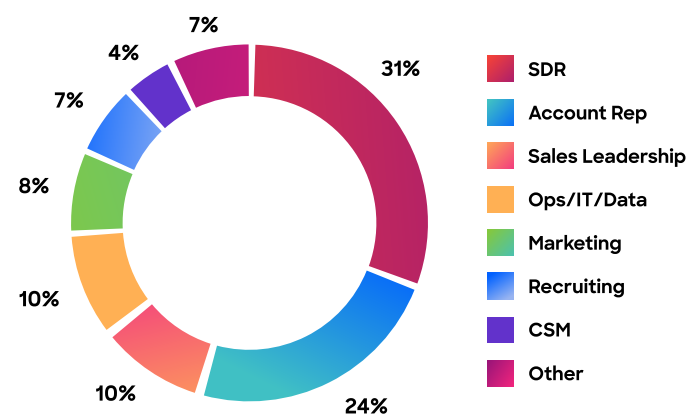
Market Segment



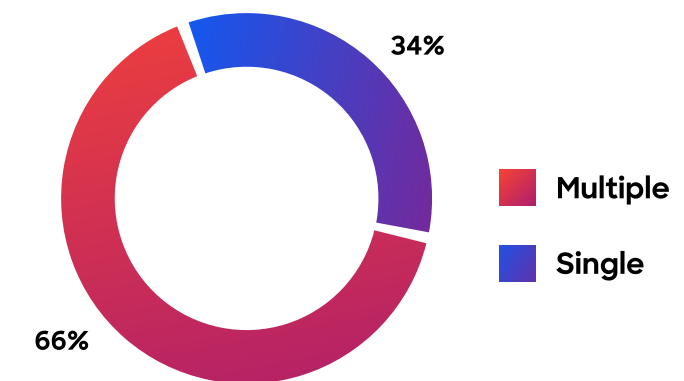
Industry Breakdown



Respondent Role



Product Mix



Bottom-Line Impacts for Frontline Teams

Data from Gartner¹ indicates that 51% of CEOs cite growth as their most urgent strategic priority for 2023, followed closely by ongoing investment in technology, such as digital transformation initiatives.

These priorities translate directly into challenges for frontline sales, marketing, and talent acquisition professionals. In light of continued macroeconomic uncertainty and the increasing cost of capital, many companies are asking their teams to do much more with significantly fewer resources.

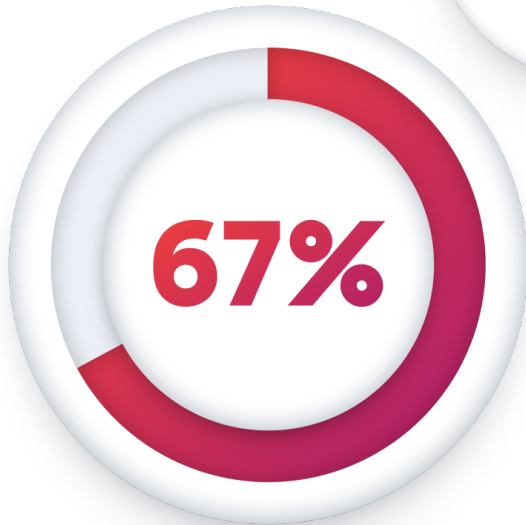
ZoomInfo's Customer Impact Report proves that our go-to-market platform is driving efficiency and bottom-line results when companies need it most.

In our survey, **67% of sales leaders reported immediate topline revenue gains after**

implementing ZoomInfo. Our users realize rapid time-to-value and maintain sustained value over time, regardless of seniority or tenure as a ZoomInfo user.

On average, our customers said ZoomInfo made them 63% more productive, from the first waves of prospecting to the critical work of keeping customers happy – including spending less time on mechanical tasks.

Customers also said they stretched budgets further by reducing tools and vendors, improved the ROI of their marketing spend, reduced business travel, boosted retention, and focused their employees on more valuable tasks.



of sales leaders reported immediate topline revenue gains



¹CEOs Turn a Sharp Eye to Workforce Issues and Sustainability in 2022-23

Improved Win Rates

As frontline revenue drivers, salespeople have always been well-acquainted with the relentless need for growth. But that doesn't mean it's getting any easier.

Data from Salesforce² indicates that a significant majority of sales professionals have found navigating today's environment substantially more challenging than in the past. Disruptive technologies and rapid changes in labor markets mean business is changing faster than ever, and companies must sift through more data to make critical decisions – a challenge compounded by economic uncertainty and shifting priorities among buyers.

The answer to this increasing complexity is world-class data and advanced software – tools that allow salespeople to tune out the noise and focus on the prospects and clients that matter.

Here's the proof: ZoomInfo users reported significantly higher win rates as a result of implementing our solutions. On average,

account executives (AEs) increased win rates by 48% using ZoomInfo and closed deals faster, with **AEs reporting 37% shorter deal cycles.**

To put that in real-world terms: Say you're an account executive who works 20 deals a month and typically wins six. After adding ZoomInfo, your average monthly win total would be nine – an additional 36 wins each year, all while working the same number of deals.

“

I've used Zoominfo at several companies now. Some late stage, some very early stage. Regardless, ZoomInfo has helped me build out not only our CRM for long-term company success, but also my territory for near-term personal success.”

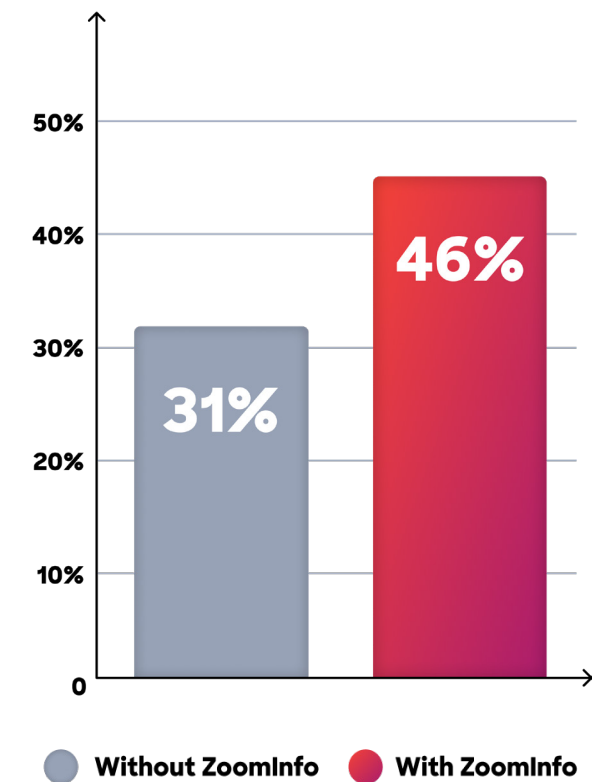
Account Executive at MaintainX

Account executives increased win rates by

48%



Average Win Rates of Account Executives



²Salesforce – State of Sales

Increased Quota Attainment

Higher win rates and shorter deal cycles contribute to greater sales efficiency, and one of the best ways to measure sales efficiency for individuals is quota attainment – among the most vital metrics for achieving sustainable, long-term growth.

In our survey, ZoomInfo users reported a significant boost in quota attainment across job functions. On average, sales professionals **increased their quota attainment by 53%, or 32 percentage points, after they started using ZoomInfo.**

This effect was most pronounced for SDRs, whose average quota attainment **jumped from 57% to 92% with ZoomInfo.**

This data is consistent with trends ZoomInfo has identified in similar analyses of our customer cohorts.

Detailed impact assessments of more than 10,000 salespeople across 500 ZoomInfo customers reveal that **median ZoomInfo users win 28% more deals and 26% more deal value compared to non-ZoomInfo users at the same company.**

“

Being able to find contact information has helped me reach out and communicate with prospects. With ZoomInfo’s help, I’ve been able to get legit contact information that has led to me achieving and exceeding my goals.”

Account Executive at Educative.io

Role	Before ZoomInfo	With ZoomInfo	Improvement
SDR	57%	92%	63%
New Biz / AE	70%	97%	38%
Upsell / AM	68%	96%	41%
Weighted Average	62%	94%	53%

Higher Customer Retention

ZoomInfo is helping frontline teams proactively engage and renew existing business, with customer success managers (CSMs) who use our tools able to **increase their net retention/ repeat customer rates by 18 percentage points on average.**

Today's customers are better informed, and tend to engage sellers much later in the sales process. Customer expectations are also higher, and competition for business is fierce – all of which makes customer retention that much more difficult.

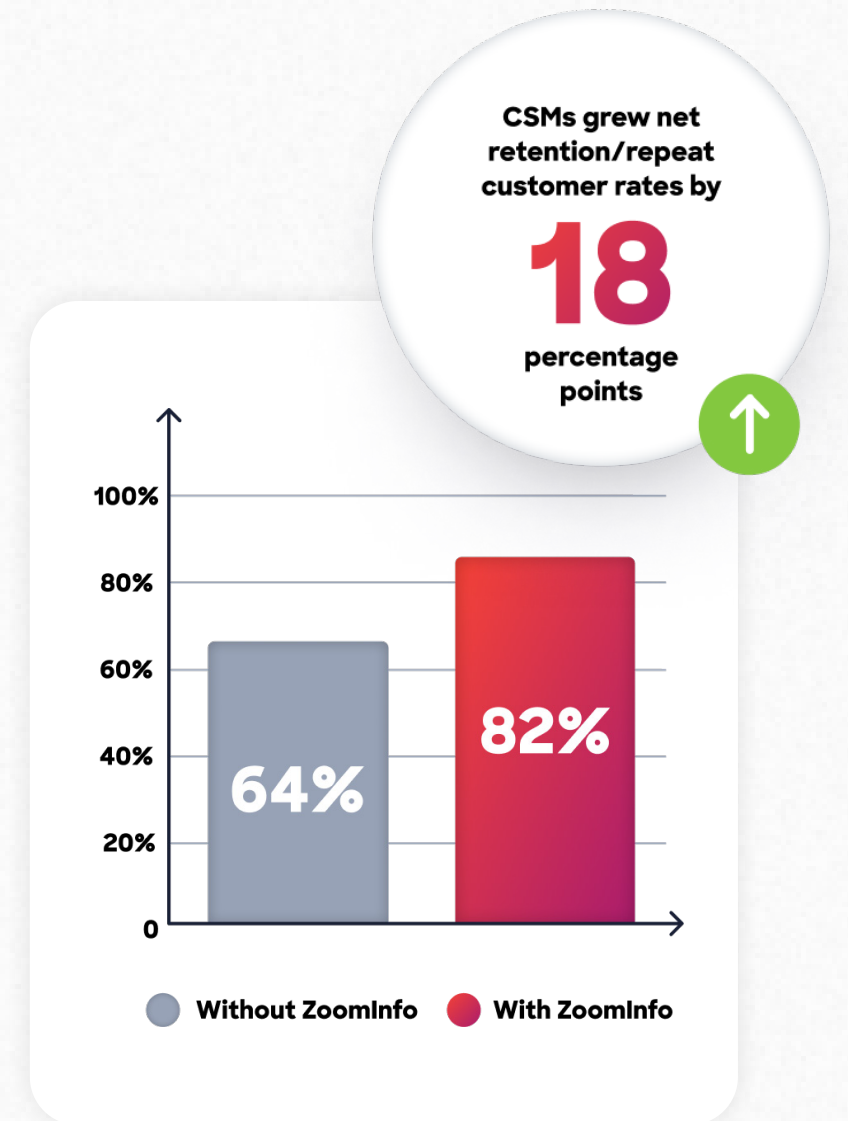
That's why it's important for CSMs to spend time maintaining relationships with their customers, rather than performing tasks that could be automated. In our survey, CSMs said **they spend on average 29% less time on manual, low-value tasks**, saving them the equivalent of more than two full working days each month.

That time savings is a critical advantage in a profession where it can take months or even years to forge the most valuable business relationships. In our survey, 65% of CSMs agreed that ZoomInfo helps them find the right contacts and build deeper relationships, and **60% of CSMs said they are able to preserve crucial account relationships**, even following the departure of key individual stakeholders.

“

It's helpful to get a quick snapshot of the company size, value, and roles of the team members I am meeting with, reducing some of the research work I need to do when an account is transitioning from our sales process to being a customer.”

Customer Success Manager, Textline



Faster Prospecting

It's been sales gospel for more than a decade: the faster reps respond to leads, the more likely they are to close a deal.

The game has now shifted even earlier in the conversation, with the most advanced sales teams identifying and connecting with prospects before they ever fill out a lead form.

ZoomInfo customers are making the most of that shift. Our integrated suite of go-to-market data and tools helps sales reps identify the right prospects, detect and react to real-time market signals, and scale and optimize their outreach more efficiently than ever before.

The results speak for themselves. In our survey, the average sales development representative

(SDR) said they were able to **cut their time researching prospects in half while doubling both phone connect rates (from 9% to 20%) and email response rates (from 17% to 35%).**

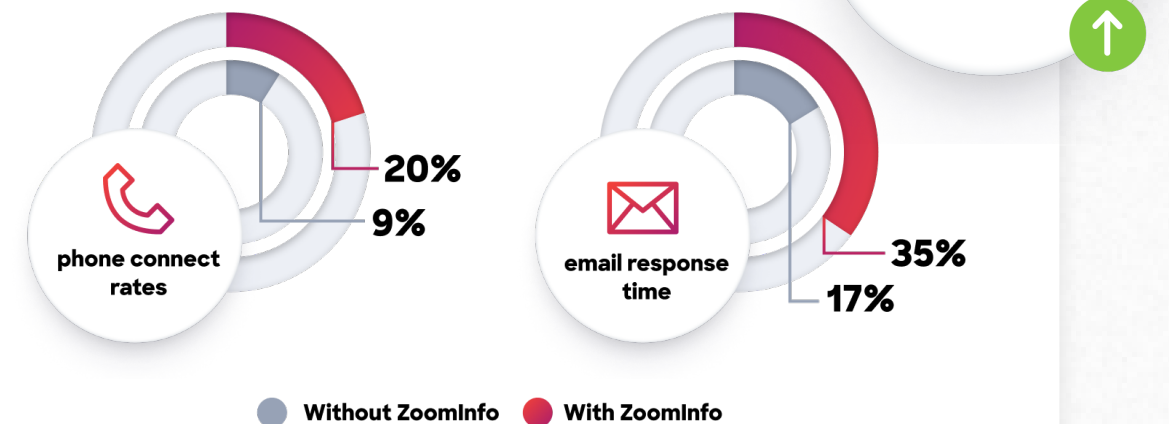
And they did all this while broadening their footprint – **76% of SDRs said they were also able to identify new opportunities** by leveraging ZoomInfo data and insights.

“

Using ZoomInfo WebSights, I was able to find new accounts that had been engaging with our website. I immediately reached out to the people that I located in the directory. To my surprise, I got an immediate response saying, ‘Wow, you have incredible timing. I was just looking at your website! We actually have a project currently and would love to learn more about your solution.’ I booked the meeting and was able to get an opportunity from it!”

Account Development Team Lead, Sisense

SDR Outreach



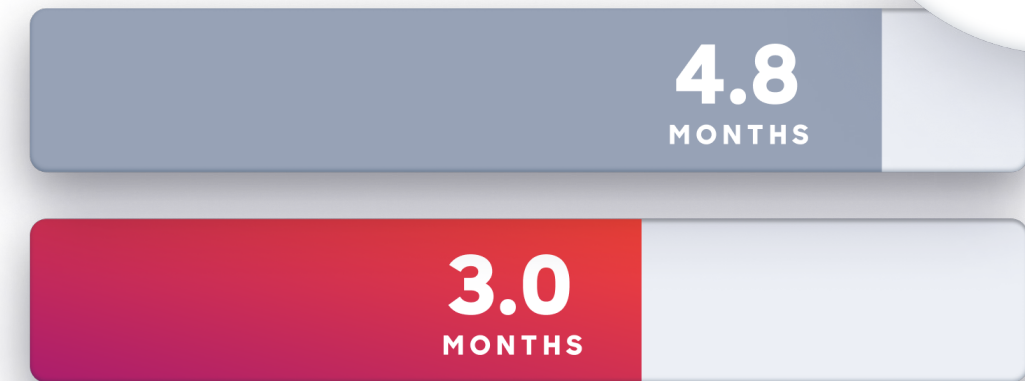
Faster Ramp Times

Data from Gallup³ suggests that it takes the average employee 12 months to reach their full potential productivity. That's an eternity when competitive pressures are heavier than ever and buyers are providing more scrutiny to each dollar.

Sales teams that use ZoomInfo are able to dramatically speed up the onboarding process, driving faster ROI for new hires and clawing back weeks of coaching and training time.

On average, sales leaders who use ZoomInfo said they **reduced ramp time by 42% – from nearly five months to about three.**

Results for Sales Leaders



“

A new salesperson with zero sales experience used Zoominfo to target and secure a new customer focusing on a specific industry and location that fit our business needs. She started generating revenue from this customer in her fourth week of work here, a process that usually takes 10-12 weeks of training.”

Business Development Leader, Heyl Truck Lines



Broader Reach with Reduced Waste

One of the greatest challenges facing marketing professionals is an overabundance of poor-quality data.

According to research from integrated marketing data platform Adverity⁴, 67% of chief marketing officers indicated they felt the volume of marketing data was overwhelming. In addition, virtually all respondents (99%) reported using at least 10 separate data providers, with more than half (52%) using 14 or more individual data sources.

These findings have been echoed repeatedly in recent years. Data from LinkedIn⁵ suggests that almost half of sales professionals cite incomplete or inaccurate data as their leading business data challenge.

The bottom line? Data itself isn't the answer. It's the right data, brought to life by cutting-edge

tools, that makes the difference for today's marketing leaders. In our survey, ZoomInfo customers said they were reaching broader markets and connecting with prospects more efficiently – **70% of marketers surveyed said they reduced marketing spend while improving leads** by using ZoomInfo's more accurate data and more sophisticated targeting.

“

Social media ads weren't working for me before, but I used Intent audiences from ZoomInfo along with Smart Lists in Salesforce to target people that hadn't had any opportunities created and drive them to the sales team. I avoided overspending on converted clients and had a lot stronger conversion.”

Demand Gen Marketer, Decimal



of marketers saved money with more accurate targeting

BROADER REACH WITH REDUCED WASTE

Increased TAM and Lower Spend

ZoomInfo is helping users overcome major obstacles complicated by data decay, with **88% of revenue, marketing, and sales operations users able to expand their company's total addressable market (TAM) using ZoomInfo data.**

And even more importantly, ZoomInfo's powerful tools give marketers an edge in knowing which of their target accounts is actually ripe for engagement. With tools like ZoomInfo Intent, **62% of marketers agree that they've been able to engage more in-market accounts** based on their website activity.

ZoomInfo isn't just helping marketers identify new audiences and reach more markets more efficiently, but also more cost-effectively: **46% of marketers reported reductions in customer acquisition cost (CAC) after using ZoomInfo.**

“

ZoomInfo has allowed our team to simplify third-party lead generation, which has reduced landing page bounce rate and increased conversion rate. We are also able to more easily, and more intuitively, develop potential sales targets – on both an organization and individual level.”

Marketing Manager at KORE Power

88%

**expanded their TAM
using ZoomInfo data**

Greater Alignment Between Sales and Marketing

Marketers face many of the same pressures as their counterparts in sales, which means ensuring greater alignment between sales and marketing is becoming increasingly important.

Data from LinkedIn⁶ suggests that 85% of sales and marketing leaders recognize that better alignment of sales and marketing resources represents the single greatest opportunity to improve business performance. In addition, 87% of leaders believe greater sales and marketing alignment enables critical business growth.

However, despite the evident consensus, realizing the potential of tighter alignment has proven elusive for many companies. LinkedIn's research reveals that, while nine in 10 sales and marketing leaders agree that greater alignment is better for the customer, just as many believe that sales and marketing are

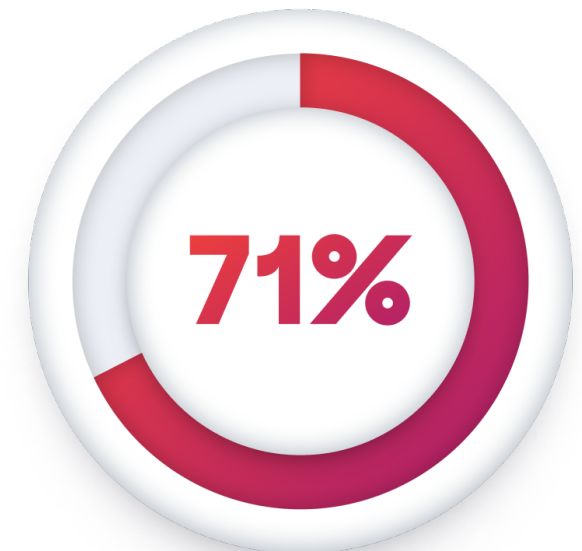
fundamentally misaligned across content, culture, process, and strategy.

ZoomInfo is helping sales and marketing leaders connect and achieve ambitious growth goals in today's challenging macroeconomic environment. **Since implementing ZoomInfo, 71% of marketers have forged closer relationships with their counterparts in sales** and feel their work is better aligned.

“

ZoomInfo has completely streamlined our lead gen efforts and process, and made a seamless experience for both our sales and marketing teams.”

Head of Marketing, MasonHub



of marketers are better aligned with sales

Doing More with Less

Data from McKinsey⁷ suggests that productivity has decreased by an average of 1.9% annually since the mid-2000s in many advanced economies, suggesting a point of potentially diminishing returns amplified by global events such as the pandemic.

In response, today's best businesses are investing in the tools that can supercharge productivity and unlock the potential of their teams.

In our survey, **ZoomInfo users were 63% more productive after leveraging our world-class suite of go-to-market tools.** In addition, **71% said they used fewer tools**, reducing the disruption caused by context-switching between software.

SDRs, in particular, reported significant individual productivity gains, with **ZoomInfo users reducing their weekly prospecting time by 50%, from 34 hours to just 17 hours.**

For those SDRs, having ZoomInfo is like getting two full workdays back every week – time that could be better spent connecting with prospects rather than plowing through contact data looking for the right email or phone number.

AEs and AMs experienced similarly strong productivity gains, spending **nearly 46% less time performing administrative tasks – dropping from about 16 hours to fewer than nine hours per week on average**, gaining the equivalent of an entire workday.

Generally speaking, ZoomInfo users across all job functions surveyed reported considerable productivity gains, with 77% of users stating that ZoomInfo products helped them reduce time spent completing administrative tasks.

Prospecting time
dropped by

50%



Prospecting Time

34
HOURS

17
HOURS

“

ZoomInfo's database has empowered me to have meaningful conversations with prospects. The Intent signals, Scoops, and accurate phone numbers have set me up to have knowledgeable and productive conversations with prospects.”

SDR, Continuant



DOING MORE WITH LESS

Less Time on Low-Value Tasks

For all of the advantages of the modern workplace, companies still struggle with administrative overhead, a glut of tools, and general distraction.

In fact, Harvard Business Review⁸ found that the average employee switches or “toggles” between different applications and web pages 1,200 times a day, often changing contexts every 11 seconds.

ZoomInfo is helping to reduce this “toggle tax” by streamlining and eliminating low-value, manual tasks, giving teams precious hours back to focus on the work that will drive results for their business.

On average, our users said they reduced the amount of manual task time by nearly 47% – saving them anywhere from four to eight hours per week. And these time savings grow along with our customers: 74% of SMB and Mid-Market customers and **76% of Enterprise customers agree that ZoomInfo reduces their employees’ administrative burden.**

Reduced Hours per Week Spent on Manual, Low-Value Tasks

Role	Before ZoomInfo	With ZoomInfo	Improvement
New Biz / AE	17	9	47%
Upsell / AM	16	10	38%
Retention / CSM	15	11	27%
Sales Management (for team)	19	10	47%
Sales Leadership (for team)	21	11	48%
IT / Data	17	10	41%
Marketing	16	8	50%
Operations	15	10	33%
Recruiting	18	11	39%

⁸[How Much Time and Energy Do We Waste Toggling Between Applications?](#)



DOING MORE WITH LESS

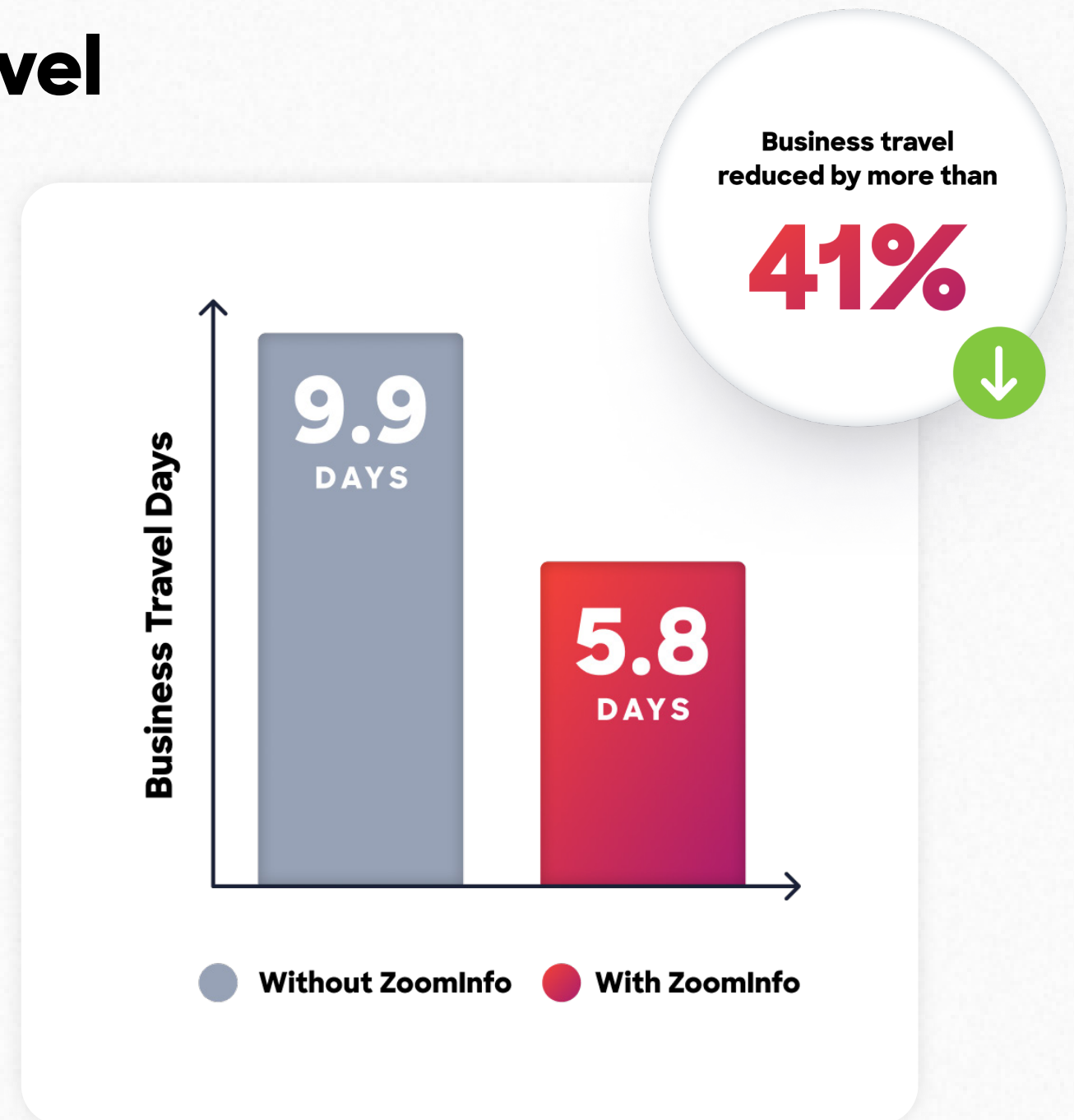
Reducing Business Travel

Research from Deloitte⁹ indicates that, although some growth in business travel can be expected in 2023, the industry as a whole is unlikely to recover to pre-pandemic levels until at least 2024.

And while there is lingering concern over evolving COVID variants, business leaders say they are putting increasing weight on ongoing macroeconomic uncertainty as they evaluate travel budgets.

ZoomInfo is helping business leaders adapt to these changes with the software and data that can make prospecting and outreach more efficient and effective – whether that means making the most of a smaller number of sales trips, or reducing travel overall in order to focus on remote sales.

Nearly 40% of respondents said ZoomInfo products helped them reduce their overall business travel. On average, those customers said they **cut business travel by more than 41%, from nearly 10 days per month to fewer than six days.**



⁹Reshaping the landscape: Corporate travel in 2022 and beyond

DOING MORE WITH LESS

Digital Transformation

Data from PwC¹⁰ suggests that almost two-thirds of senior executives perceive digital transformation initiatives as the leading driver of organizational growth, with just as many indicating they plan to make considerable investments in digital transformation in the near future.

Our research indicates that similar numbers of ZoomInfo users see digital transformation as a top priority, and that our products are facilitating a smoother transition.

Almost 62% of users reported that ZoomInfo helped speed the implementation of digital transformation projects, accelerating the ROI from key initiatives.



62%

**of customers said
ZoomInfo speeds up
digital transformation**



¹⁰[PwC Pulse Survey: Executive views on business in 2022](#)

Finding and Keeping the Best Talent

Without the right people, even the most focused, profitable business can't sustain its success over the long term. Our survey found that ZoomInfo customers rely on our solutions to foster their entire talent lifecycle, from recruiting new employees to retaining their most valuable contributors.

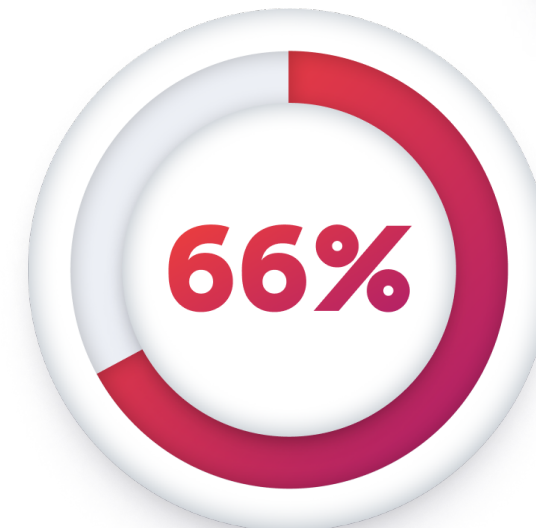
For recruiters, ZoomInfo's data and tools offer increased productivity and better results: more than 70% of recruiting professionals agree that ZoomInfo improves their connect rates with candidates, and **more than 66% agree that ZoomInfo helps them attract and hire better and more diverse talent.**

Once that talent is in the door, companies rely on ZoomInfo to keep their teams satisfied. A majority of users in our survey agreed that they are more likely to stay in their current job because they have ZoomInfo – a crucial advantage in an era of unpredictable labor markets.

“

If I did not have ZoomInfo, I would quit. I cannot see myself without it now.”

SVP Business Development at Slate Professional



of recruiters agree ZoomInfo improves candidate quality and diversity



More Efficient Recruiting

Just as competition among businesses has intensified significantly in recent years, so too has the so-called “war for talent” among companies seeking to attract the best candidates.

The COVID-19 pandemic and its aftermath wrought seismic changes in how, where, and when we work. These changes resulted in a notable shift in the traditional power dynamics between employers and employees, resulting in a strongly candidate-driven employment market across many already competitive sectors, including technology.

Despite lingering economic uncertainty and high-profile job reductions at some fast-growing companies, the most desirable candidates remain in high demand.

With candidates enjoying their newfound power in many sectors of the employment market, talent acquisition professionals are under even greater pressure to source, hire, and ramp quality candidates quickly.

ZoomInfo is helping talent acquisition managers find the best candidates in less time. **Using ZoomInfo, recruiters were able to reduce average time-to-hire by 20%**, realizing substantial cost and productivity savings.

“

The ability to set up TalentFlows has been especially helpful keeping me on track and focused on my outreach when it becomes a slog. That along with the ability to send mass emails and know my response rates has been very helpful.”

Recruiter, Titus Talent



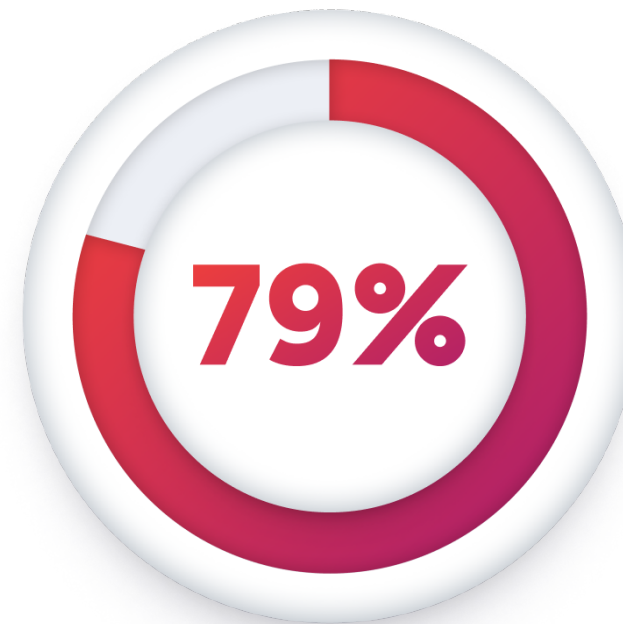
**decrease in average
time-to-hire**

Flexible Work and Virtual Productivity

Remote and hybrid work options are now an important tool that companies can use to recruit and retain top talent, and ZoomInfo's solutions help those people drive results.

Almost 73% of customers surveyed indicated that ZoomInfo's products made it easier for them to do their jobs remotely. Of those users, sales professionals saw the greatest benefit, with **79% of salespeople stating ZoomInfo's tools made working remotely easier.**

And if a large portion of your total addressable market is in a hybrid model, ZoomInfo's advanced outreach tools and industry-leading data foundation make connecting with prospects easier, no matter where they're working.



**of salespeople say
remote work is easier
with ZoomInfo**

“

ZoomInfo's ability to provide cell phone numbers was huge for us when we entered what was thought to be a temporary remote work environment. With that now a new normal, we are very happy to have the ability to access and enrich contacts with mobile numbers.”

*Director of Revenue Enablement,
Talent Acquisition Company*

Talent Retention

Sourcing and attracting quality candidates in today's hiring market is difficult enough, but retaining them is a considerable challenge as well. With many candidates keenly aware of their market value, retention has become a mission-critical priority for leading businesses.

Data from Gallup¹¹ suggests that voluntary turnover costs up to double an employee's annual salary. All told, it adds up to an estimated \$1 trillion per year for businesses in the U.S.

Our analysis reveals that **six in 10 sales leaders agree that offering ZoomInfo as part of their tech stack enabled them to retain their best salespeople**, giving revenue teams an unbeatable edge in the market and saving their companies enormous turnover costs at a time when many can least afford it.

Responses also show that ZoomInfo users are four times more likely to remain in their role longer because they get to use our products.



sales leaders agree that ZoomInfo helps them retain the best salespeople



¹¹[This Fixable Problem Costs U.S. Businesses \\$1 Trillion](#)

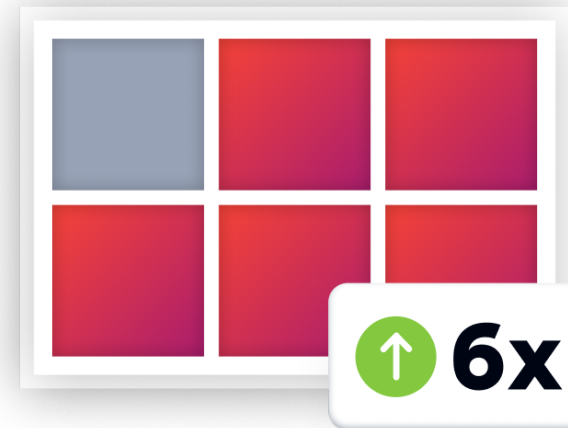
Job Loyalty

The most talented employees remain loyal to companies that invest in their success and give them the tools they need to achieve their goals.

Our analysis revealed that investing in ZoomInfo solutions had a positive correlation with employee retention, with **more than half of respondents (53%) indicating that access to ZoomInfo tools factored into their decision to remain in their current role.**

Of these respondents, sales professionals were significantly more likely to cite access to ZoomInfo products as a reason to remain with their present company; **SDRs, AEs, and AMs were six times more likely to stay in their current role due to access to ZoomInfo products.**

SDRs, AEs, and AMs were



more likely to stay in their jobs because they use ZoomInfo

“

ZoomInfo has made a big difference in my ability to prospect into my accounts and in a timely manner. It is a crucial tool to my day-to-day and I would not work for a company that does not use ZoomInfo.”

*Senior Account Executive,
Samsara*

Unlock Your Full Potential

Guiding your business in uniquely challenging times requires singular focus and a clear vision.

Our Customer Impact Report reveals that, while the challenges facing today's business leaders are immense, so too are the opportunities for those bold enough to seize them.

By enabling companies to realize real and immediate value at every stage of the funnel, ZoomInfo is helping businesses in virtually every industry and sector reach new markets and unlock new heights of growth potential.

If you're ready to join the more than 30,000 businesses worldwide that rely on ZoomInfo to transform the way they grow, we're ready to help. Let's get to work.





zoominfo

To learn more, visit ZoomInfo.com