

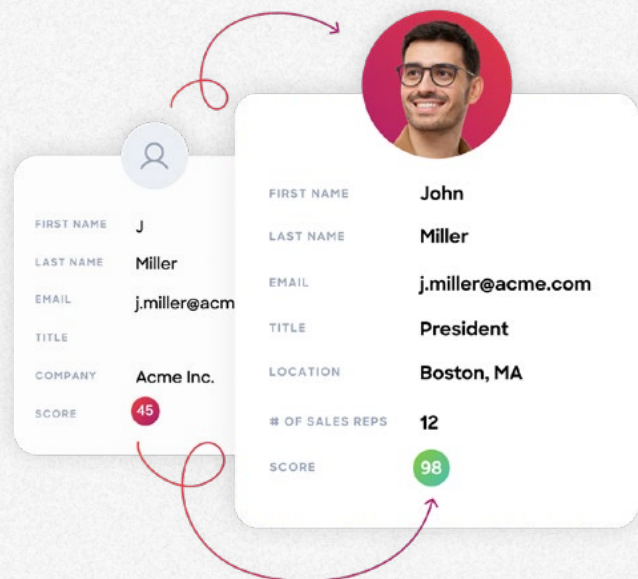
ZoomInfo Enrichment Solutions

Increase data quality and completeness with enrichment wherever and whenever you need it

Good data quality is the key to unlocking higher revenue attainment through automated processes and increased lead conversion rates.

ZoomInfo's Enrichment Solutions enable operations and data teams to increase data quality through a comprehensive offering of products to fit your unique operational needs.

Whether it be through our UI-based enrichment tools, or a more bespoke option like APIs and offline data services, ZoomInfo's Enrichment Solutions aims to provide operations teams of all sizes and structures with seamless data enrichment capabilities.

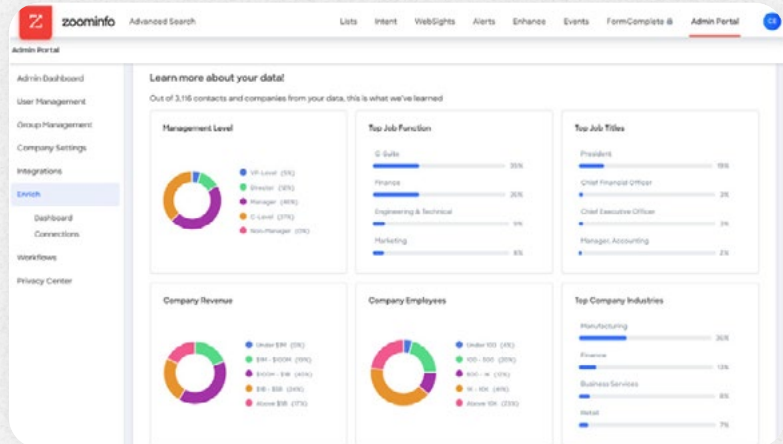


Products and Services

Enrich Essential

Enrich your CRM and Marketing Automation Platforms seamlessly with ZoomInfo's leading Company, Contact, Lead, Intent, and Scoops data.

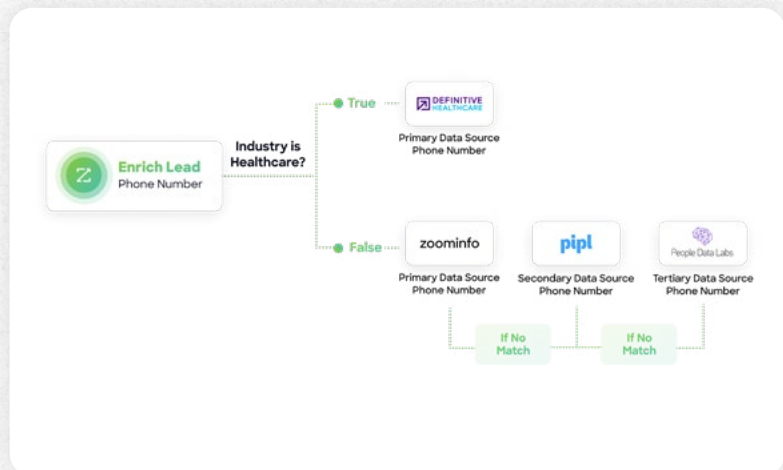
- Custom Match Input Parameters
- Fill in the gaps for intent and favorable opportunity data on the account level



Enrich Premium

Standardize, dedupe, normalize, segment, enrich from multiple data vendors. Match leads to accounts and access advanced transformations through code-less, rules-based configuration.

- 60+ data vendors with custom waterfall logic
- Real-time and bulk enrichment



Enrich APIs and Webhooks

Enrich data from ZoomInfo into any system or workflow in real-time and proactively re-enrich data through flexible and powerful ZoomInfo APIs and Webhooks.

- Search and Enrich Company, Contact, Technology, Intent, and Scoops
- Build custom workflows for proprietary systems

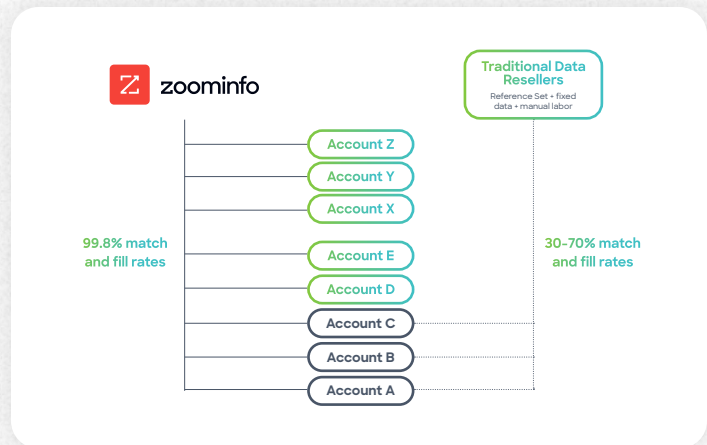
```
cURL  jQuery  Ruby  Python Requests  Node  PHP  Go
curl --location --request POST "https://api.zoominfo.com/search/person"
--header "Content-Type: application/json" \
--header "Authorization: Bearer YOUR_ACCESS_TOKEN" \
--data "{
  \"companyName\": \"Zoominfo\",
  \"emailAddress\": \"\",
  \"fullName\": \"\",
  \"firstName\": \"\",
  \"middleInitial\": \"\",
  \"lastName\": \"\",
  \"jobTitle\": \"\",
  \"excludeJobTitle\": \"\",
  \"managementLevel\": \"\",
}
```



Enrichment Data Services

Access the highest match and fill rates with bespoke consultation for complex or large-scale data service requests through ZoomInfo data experts.

- Meet all your needs with on-demand pull requests.
- Get expert help through dedicated delivery managers.



FormComplete

Convert your leads faster with shorter forms. Ask for an email address and let ZoomInfo FormComplete give you all the data you need to score and route.

- Nurture contacts from completed and abandoned forms with Abandoned Form Tracking.
- With our person-location data, coupled with privacy flags, you can easily configure your forms to identify incoming leads in locations that have specific privacy regulations in place.

The screenshot shows a form titled "FormComplete" with a blue button in the top right corner that says "EMAIL MATCH" with a checkmark. The form fields are: "Email" with the value "h.schuck@zoominfo.com", "First Name" with the value "Henry", "Last Name" with the value "Schuck", and "Company" with the value "ZoomInfo". A large black "Submit" button is at the bottom of the form.

Enhance

Enable end-users to self-serve data cleanse, dedupe, and enrich through list uploads directly within the ZoomInfo platform.

- Fill in the blanks of existing data with important demographic and firmographic information.
- Check database health with daily quality score, data improvement rate, and targeting accuracy.

The screenshot shows the "Upload Lists" interface in the ZoomInfo platform. At the top, there is a progress bar with five steps: "1 List Type", "2 Input List", "3 Name List", "4 Mapping", and "5 Select Filters". Below the progress bar, there are two main sections. The first section is "What kind of list are you uploading?" with two radio button options: "Contacts" and "Companies", where "Companies" is selected. The second section is "What would you like to do with your list?" with four radio button options: "Enhance", "ListMatch", "NEVERBOUNCE", and "Preview File", where "Enhance" is selected. Each option has a brief description. At the bottom of the interface, there are three buttons: "Back", "Next", and "Cancel".



Lead with ZoomInfo Enrichment Solutions

Tedious and ineffective data quality management is a thing of the past. Leverage the world's most comprehensive and accurate B2B data to achieve a level of data quality that will drive faster conversions and greater revenue attainment. With ZoomInfo's Enrichment Solutions, you get:

- Extensive and in-depth data with hundreds of data attributes across Company, Contacts, Leads, Technology, Scoops, and Intent
- Multi-Vendor Enrichment with flexible recipe selection from 60 data vendors
- Advanced data cleanse and enrichment workflows
- Real-time, on-demand, or scheduled enrichment
- Enrichment in any system or workflow
- Enrichment Health Scans and Reports

Integrations



Your success fuels ours

“

We have very aggressive revenue growth targets. And so far, we have absolutely needed ZoomInfo in order to meet and exceed those goals.”



About ZoomInfo

ZoomInfo (NASDAQ: ZI) is a leader in modern go-to-market software, data, and intelligence for more than 20,000 companies worldwide. The ZoomInfo platform empowers business-to-business sales, marketing, and recruiting professionals to hit their number by pairing best-in-class technology with [unrivaled data coverage](#), accuracy, and depth of company and contact information. With integrations embedded into workflows and technology stacks, including the leading CRM, [Sales Engagement](#), Marketing Automation, and Talent Management applications, ZoomInfo drives more predictable, accelerated, and sustainable growth for its customers. ZoomInfo emphasizes [GDPR and CCPA compliance](#). In addition to creating the industry's first proactive notice program, the company is a registered data broker with the states of California and Vermont. Read about ZoomInfo's commitment to [compliance, privacy, and security](#). For more information about our leading go-to-market software, data, and intelligence, and how they help sales, marketing, and recruiting professionals, please visit www.zoominfo.com.

