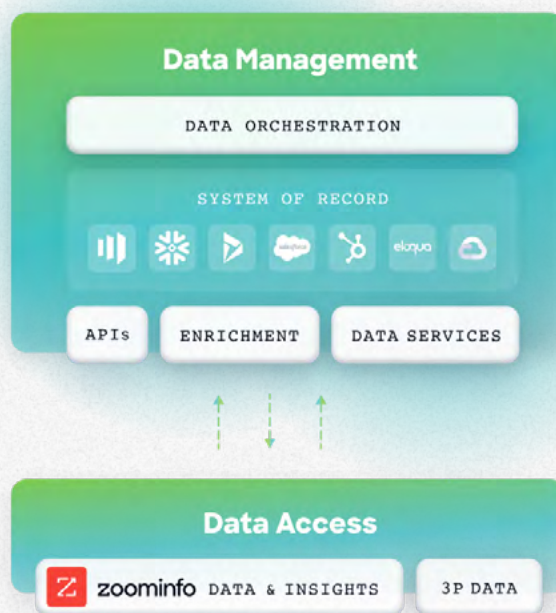


ZoomInfo OperationsOS

High-performance B2B data and orchestration to
power your business

Build effective go-to-market engines rapidly and activate a unified data strategy with OperationsOS, the most comprehensive suite of products and services to power your business with accurate and complete data. ZoomInfo OperationsOS seamlessly integrates the world's leading B2B commercial data into any system or workflow – when, where and how it is needed.

With ZoomInfo OperationsOS, eliminate inaccurate data, break down data silos, and avoid laborious data tasks to focus on strategic business objectives and drive data-driven actions across your organization.



Products and services

Acquire data for enhanced go-to-market insights

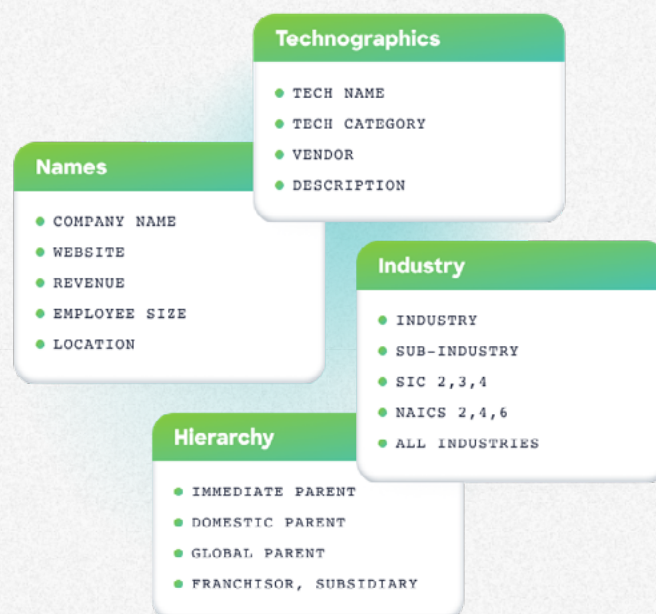
Build the master data for your organization with ZoomInfo's firmographics data - delivered in the format and system of choice. Build your ideal customer profile, identify total addressable markets, and plan your territories or map linkages with extensive and reliable data.

Company Data Brick

Integrate ZoomInfo firmographic data in bulk with ease.

Build a comprehensive and reliable data foundation with easily digestible firmographic data.

- Best-in-class core firmographics, refreshed quarterly
- Add-ons include technographics, advanced attributes, international data, and anonymized data
- Delivered via Snowflake or flat files



“

With ZoomInfo, not only did we identify exactly the right accounts to go after, but we saw the data-driven reasons why.”

Jeff Marcoux

VP of Marketing, TTEC

“

We have doubled the number of qualified meetings set as a sales organization.”

John Pellegrino

Sales Development Manager,
DataBank IMX



Enrich data for more opportunities

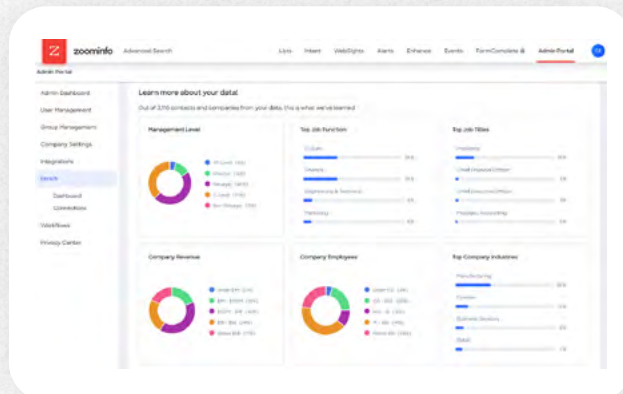
Match and enrich your data with best-in-class data completeness and accuracy, so data quality and reliability are never a concern. Segment, personalize, route leads, and more with data that has no gaps.

Enrich App Integrations

Keep CRMs and Marketing Automation systems clean

Eliminate inaccurate data and build buying committees directly in your CRM and Marketing Automation systems through automated matching and enrichment.

- Enrich account, lead, or contact data on-demand or on a schedule
- Understand data completeness and gaps through reports and metrics



Enterprise API and Webhooks

Enrich and integrate B2B data in any workflow, in real-time

Build custom workflows and products with trusted B2B data accessed programmatically via RESTful APIs.

- Search and Enrich Company, Contact, Technology, Intent and Scoops
- Set up continuous re-enrichment on Contact and Company data with ease through Webhooks

```
cURL    JQuery    Ruby    Python Requests    Node    PHP    Go

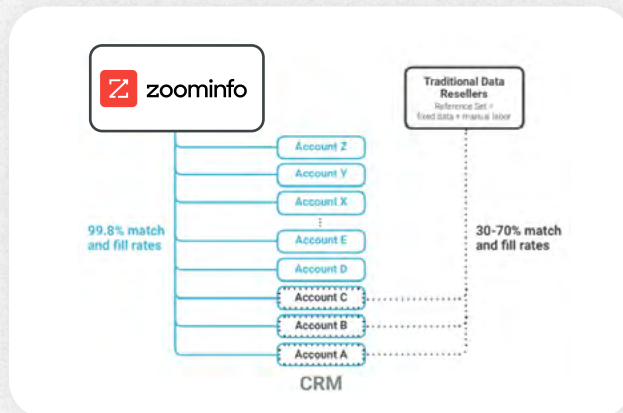
curl --location --request POST "https://api.zoominfo.com/search/person" \
--header "Content-Type: application/json" \
--header "Authorization: Bearer YOUR_ACCESS_TOKEN" \
--data "{
  \"companyName\": \"Zoominfo\",
  \"emailAddress\": \"\",
  \"fullName\": \"\",
  \"firstName\": \"\",
  \"middleInitial\":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

Offline Enrichment

Access the highest match and fill rates

Enrich bulk data through data services utilizing leading matching and enrichment services.

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



Unify with a trusted source of truth

Standardize data across multiple sources and break down silos with comprehensive referential data, highly flexible integrations, and orchestration workflows. De-duplicate, normalize, segment, enrich, and more to build seamless end-to-end data workflows.

Data Orchestration

Comprehensive Data Quality Management

One platform to clean, normalize, enrich from multiple vendors, match, unify, and deliver data to existing systems of record through real-time workflow automation.

- Accelerate data to engagement workflows through fully automated data cleanse and prevent, enrich, and route
- Expand data coverage and depth with multi-vendor data enrichment
- Customize rules for any scenario with a code-free, flexible rules engine



Direct Data Integrations

Access ZoomInfo Data in CRMs and Marketing Automation systems

Send ZoomInfo data directly into applications avoiding manual work or complex workarounds for clean, complete, and accurate data.

- Rapidly set up direct connections with a full suite of out-of-the-box integrations
- Manage preferences and field mappings in easy-to-use UI based interfaces



Predict to go from data to intelligence

Standardize data across multiple sources and break down silos with comprehensive referential data, highly flexible integrations, and orchestration workflows. De-duplicate, normalize, segment, enrich, and more to build seamless end-to-end data workflows.

Modeling and Scoring Services

Identify unseen opportunities for growth

Go beyond the data to predictive intelligence with large-scale lookalike regression modeling and complex custom models for product lines, divisions, and GTM teams

- Identify net new targets with ZoomInfo data
- Expand data coverage and depth with multi-vendor data enrichment
- Find cross-sell and upsell opportunities combining ZoomInfo data with existing data

The World's Most Comprehensive and Accurate B2B Data

Named the leader in The Forrester Wave™: B2B Marketing Data Providers, ZoomInfo provides the most comprehensive and accurate data, accessible in any system or workflow.

- 100M+ Businesses Globally
- 165M+ Company-Locations covering 195+ data fields
- 140M+ Contacts with 100M+ verified emails, 72M+ direct dials
- 31k+ Technologies Profiled
- Supports Account Core Fill Rate: 100%, Data Accuracy: 90+%, Account Match Rate: 99.8+%
- Largest coverage of SMB businesses
- Go beyond data to Scoops & Real-Time, Streaming Intent
- Purpose-built for Sales & Marketing



A Relationship, not just Data Products

With ZoomInfo's team of data experts, ZoomInfo OperationsOS goes beyond the data to support your data initiatives. The ZoomInfo team will help you with your data deliveries and requests through white-glove service.

See how well your data is doing

Ready to enhance your go-to-market initiatives and drive growth by leveraging the best B2B data in your systems and workflows?

Talk to us to **run a data test or health scan** on your CRM & Marketing Automation tools!

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.

