



The GTM Intelligence Era

ZoomInfo Customer Impact Report 2025

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Introduction

We're 25 years into the cloud CRM era, and frontline go-to-market professionals still consistently report that most of their time is spent on overhead and administrative work — not selling.

And while a galaxy of niche data sources and single-purpose tools continues to consume their time and slow down their selling, GTM professionals also face demanding customers, relentless competitors, and growth-obsessed investors.

In the face of these challenges, the world's best GTM teams are finding a solution that delivers insight, action, and above all, results: **Go-To-Market Intelligence**.

For the third year, we invited ZoomInfo customers to share stories of how they're using the power of our GTM Intelligence Platform to identify new audiences and markets, engage prospective customers more effectively, and drive greater revenue.

More than 11,000 revenue professionals responded, making ZoomInfo's Customer Impact Report 2025 our largest, most comprehensive ever. While the stories and customers are diverse, their successes have plenty in common:

- ZoomInfo customers **grew their total addressable markets by an average of 40%**
- **Three out of four customers surfaced opportunities they would have missed** without ZoomInfo's data and insights, contributing to **a 32% increase in total pipeline**
- Sales teams using ZoomInfo reported **a 91% improvement to their connect rates**
- Customers reported **win rates of 46% using ZoomInfo, compared to 32% before using ZoomInfo**
- Average deal sizes grew from **about \$70,000 before using ZoomInfo to nearly \$100,000, a 40% increase**
- **Nearly one-third (29%) of marketers' active opportunities** were sourced exclusively from ZoomInfo signals and data
- Marketers using ZoomInfo **increased qualified leads by 36%, and boosted marketing pipeline by more than 42%**
- Marketers using ZoomInfo signals and data **improved lead-to-opportunity rates by 28%** — customers are now **converting one of every four leads that failed to convert** before implementing ZoomInfo

- **Enterprise customers reported the greatest return on investment, with 60% higher marketing campaign ROI** on average after adopting ZoomInfo's GTM Intelligence Platform
- **ZoomInfo Copilot users reported an 83% increase in average deal size, and 30% faster deal cycles, saving an average of 45 days per deal**

Join us as we explore how the world's leading GTM teams use GTM Intelligence to grow faster with AI-ready insights, trusted data, and advanced automation.





GTM Intelligence: Fueling the Modern Sales Cycle

ZoomInfo's GTM Intelligence Platform equips sales teams with the insights and tools they need to grow their markets, act decisively, and achieve greater growth. ZoomInfo customers tell us they've dramatically increased their total addressable market (TAM), unlocking high-potential prospects that would have otherwise gone unnoticed.

But our customers are not just engaging more prospects — they're doing so when it matters most. By focusing outreach on prospects with clear intent, sales teams can outpace competitors to be first in the conversation, creating a first-mover advantage that drives conversions.

The result? A more effective, higher-performing sales force — and greater growth prospects for years to come. In fact, **ZoomInfo customers grew their total pipeline by one-third (32%)** because of the data and insights delivered by ZoomInfo's GTM Intelligence.

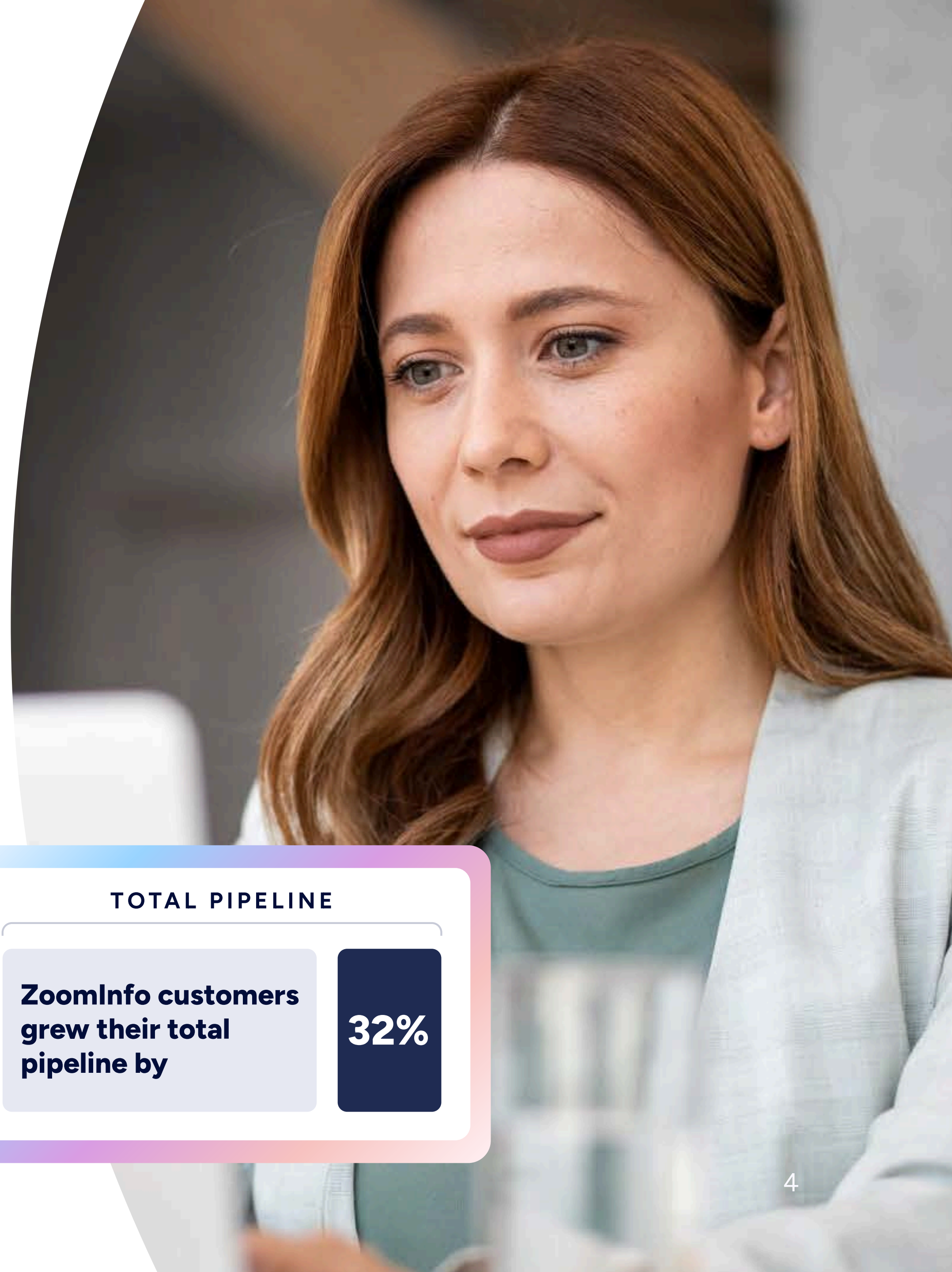
Here's how it all comes together.



TOTAL PIPELINE

**ZoomInfo customers
grew their total
pipeline by**

32%



Bigger Markets, More Opportunities

ZoomInfo provides GTM teams with the real-time data and signals they need to be first to the deal. In the past year, according to our survey, **ZoomInfo customers grew their total addressable markets by an average of 40%.**

Sellers who leverage GTM Intelligence are also turning larger market potential into real prospects and pipeline.

In fact, **three out of four customers say they surfaced opportunities they would have missed** without ZoomInfo's data and insights, contributing to that critical **32% surge in total pipeline.**

GTM Intelligence also helps sellers expand buying committees at key accounts, driving **31% larger deals via multithreaded outreach** — results that simply aren't possible by relying solely on messy, incomplete CRM data.

“

Expanding our TAM is the biggest win we've experienced with ZoomInfo. We've introduced two new verticals and confidently deployed reps to those verticals.”

Director of Enterprise Systems, Clozd

**ZoomInfo
customers
grew their
TAM by**

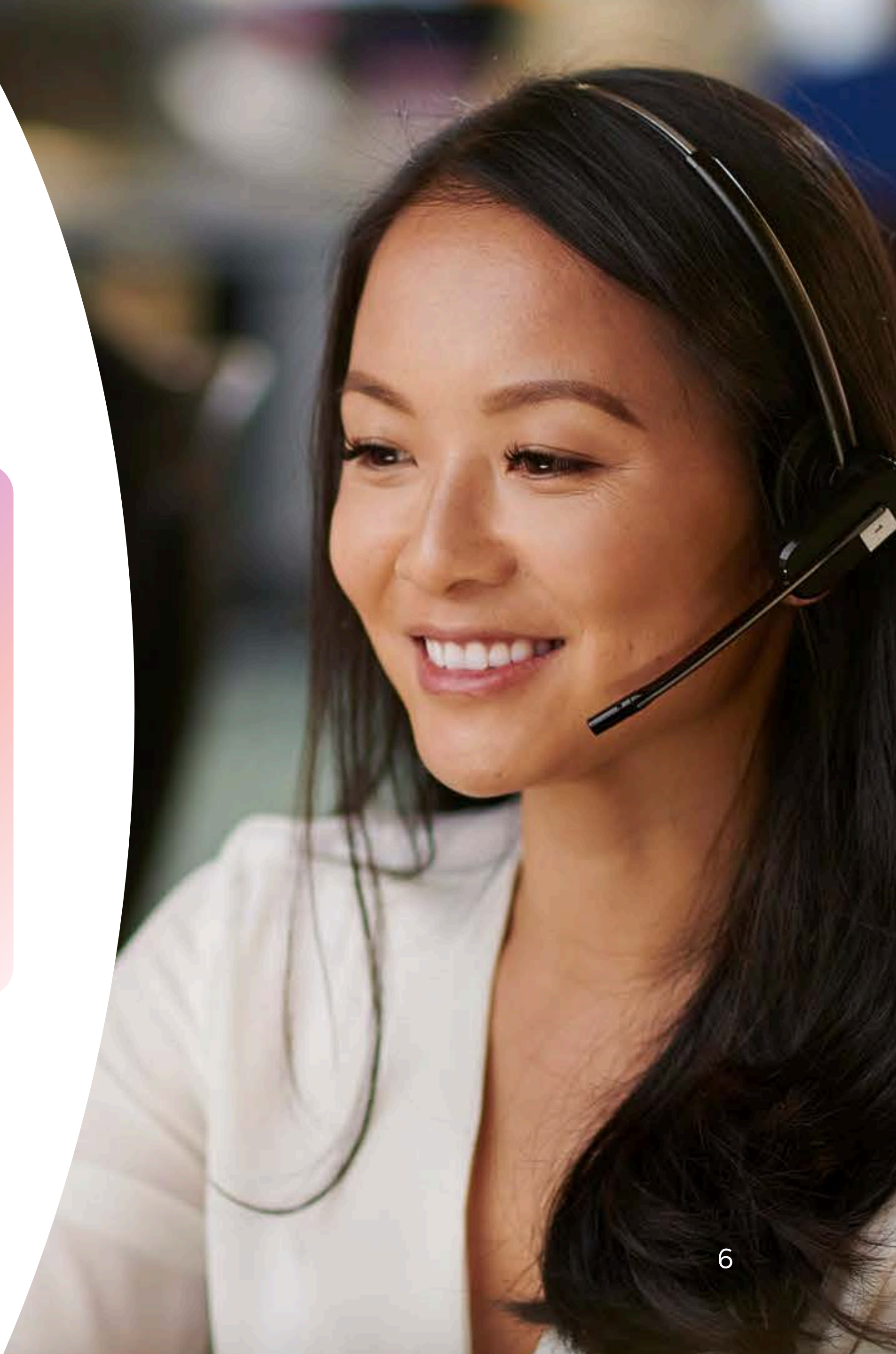
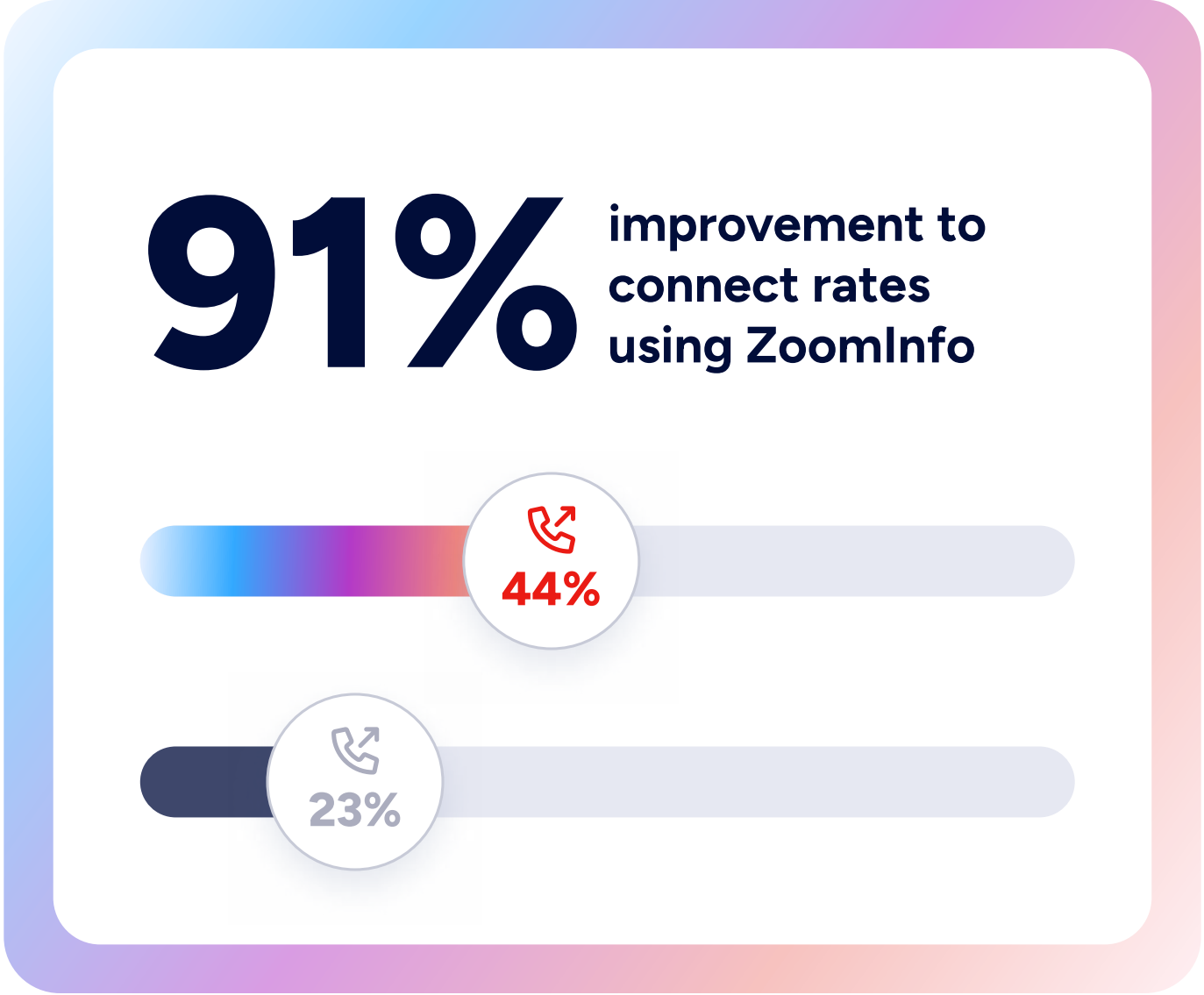
40%

Reaching Buyers First, Winning Deals Faster

It all adds up to a crucial first-strike advantage: ZoomInfo users beat the competition to the first touch in **27% of new deals last year**, demonstrating the urgency of identifying signals that indicate strong purchasing behaviors before the competition.

Sales teams using ZoomInfo reported a 91% improvement to their connect rates thanks to the accuracy and quality of ZoomInfo's GTM Intelligence, which enables timely, personalized outreach. Before ZoomInfo, survey respondents said, their **average connect rate was 23%**. After implementing ZoomInfo, their **average connect rate increased to 44%**.

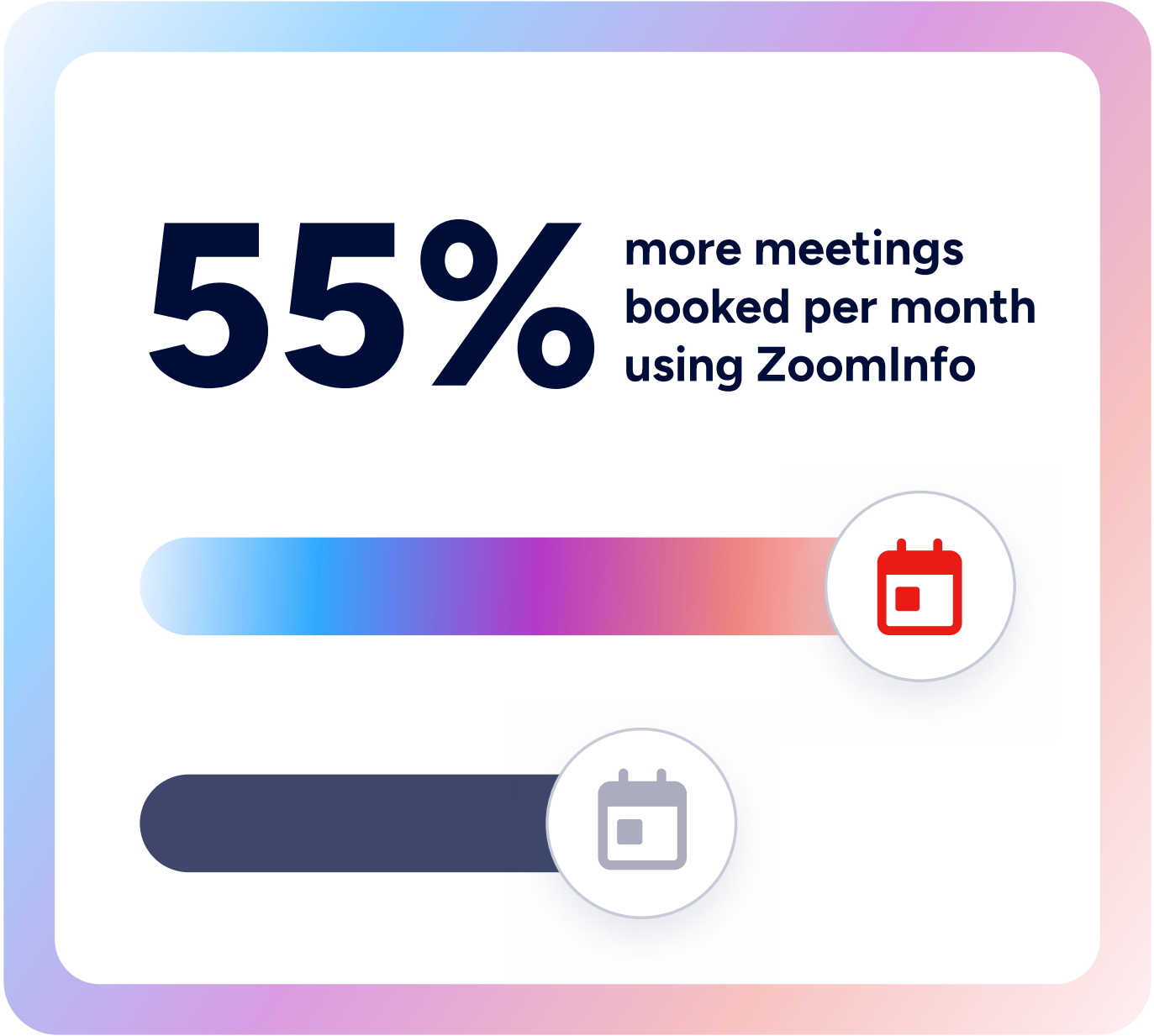
Customers are also finding the right prospects more often, reporting 40% more effective prospect targeting with ZoomInfo. Now, **60% of sales teams' outreach efforts are connecting with the right individual**, up from 43% before ZoomInfo.



More Meetings, More Demos

Meetings booked is an important metric for sales development representatives (SDRs), and ZoomInfo is helping frontline teams book more meetings and conduct more product demonstrations.

During the past year, sales teams using ZoomInfo booked 55% more meetings per month on average.



“

We were able to upload companies for prospecting, plug in our ICP, and have a list of targeted contacts to cast a wider net. This led to more email engagement, more meetings, and increased pipeline.”

Director, Revenue Operations, Czarnowski

Higher Win Rates, Larger Deals

Sellers using ZoomInfo reported significantly higher win rates: **46% after using ZoomInfo, compared to win rates of 32% before using ZoomInfo.** And win rates among **sales teams using ZoomInfo were 5% higher year over year.**

The enterprise segment saw the most significant improvements in win rates, with particularly notable gains reported by ZoomInfo customers in the finance, insurance, and real-estate sectors.

Average deal sizes grew from **about \$70,000 to nearly \$100,000, a 40% increase in deal size** leveraging ZoomInfo's GTM Intelligence Platform. And the bigger the company, the greater the gains: **Enterprise revenue leaders reported 89% larger deals**, increasing their average deal size **from \$166,000 to \$313,000 with ZoomInfo.**

CSMs also reported consistently strong gains in net revenue retention (NRR) thanks to the quality of ZoomInfo's GTM Intelligence. On average, **NRR before implementing ZoomInfo was 60%, compared to NRR of 81% after implementing ZoomInfo — a 35% increase.**



“

I recently received an alert indicating that my largest account was investigating our competitors' services. I arranged a meeting with them, and was able to move them to our cloud offering, which truly is better than anything they were looking at. They saved over \$2 million and received a better product! I would have never known without ZoomInfo and the intent feature.”

Regional Sales Manager, Motorola

Maximizing Marketing Impact

Marketing teams face growing pressure to deliver more with less, yet many struggle with fragmented data and disconnected strategies. According to Salesforce, only 31% of marketers are fully confident in their ability to unify various sources of customer data — and solving that problem is marketers' most urgent priority.

ZoomInfo's GTM Intelligence Platform makes true alignment between sales and marketing teams finally possible, enabling the execution of complex, coordinated GTM plays uniquely tailored to the needs and challenges of individual prospects.

This alignment drives measurable impact where it matters most. Marketers using ZoomInfo report stronger collaboration with sales, leading to more precise targeting and significantly higher engagement. Real-time insights power a **76% increase in email response rates**, turning outreach into meaningful connections that drive pipeline growth.

With GTM Intelligence that enables clarity and action, ZoomInfo transforms marketing into a results-driven engine for growth. In fact, marketers leveraging our **GTM Intelligence Platform reported a 54% increase in marketing pipeline ROI**, with lower customer acquisition costs.



MARKETING PIPELINE ROI

Marketers using
ZoomInfo increased
marketing pipeline
ROI by

54%

Coordinated Plays, Higher ROI

This year, **68% of marketers reported that ZoomInfo helped them forge tighter relationships with their sales teams** and align more closely with unified GTM Intelligence.

ZoomInfo is also helping deliver better campaign performance, with marketers reporting **increases in email response rates of 76% by using ZoomInfo.**

That engagement is translating into bottom-line results. In our survey, **nearly one-third (29%) of marketers’ active opportunities** were sourced exclusively from ZoomInfo signals and data. Marketers using ZoomInfo **increased qualified leads by 36%, and boosted marketing pipeline by more than 42%.**

Our customers also reported significant improvements in their lead-to-opportunity conversion rates since implementing ZoomInfo. On average, **marketers using ZoomInfo signals and data improved lead-to-opportunity rates by 28% —** customers are now converting one of every four leads that failed to convert before implementing ZoomInfo.

“

ZoomInfo opened doors with real insights on Fortune 500 companies that I never could have met or engaged with. I’ve received emails and correspondence from top-level CEOs and CMOs who respect the information I have brought to the table. I’ve also been able to add and re-engage old leads or update old information in our CRM.”

AE, iHeartMedia

QUALIFIED LEADS

ZoomInfo customers increased their qualified leads by

36%

MARKETING PIPELINE

ZoomInfo customers grew their marketing pipeline by

42%

Cutting Costs, Boosting Impact

Many marketers today are tasked with not only improving the ROI of their campaigns, but also reducing the cost of acquiring customers. ZoomInfo is helping marketers do both.

Enterprise customers reported the greatest return on investment, with 60% higher marketing campaign ROI on average after adopting ZoomInfo's GTM Intelligence Platform.

On the cost front, SMB and mid-market professionals reported an average customer acquisition cost (CAC) reduction of 31%. Enterprise marketers did even better, reporting an average CAC decrease of 42%.

It all adds up to less friction and faster sales cycles. In 2024, the average seller using ZoomInfo was able to reduce their sales cycle by 21% — which, for the average sales team, translates to a 32-day reduction in sales cycles.

Before using ZoomInfo, our customers' average sales cycle was **147 days**. After implementing ZoomInfo, our customers' average sales cycle was **115 days**.

“

My team can target more companies through ZoomInfo's intent function. We're closing deals 40% faster because we can craft better emails and talk about what they care about.”

Area VP, Randstad

21% reduction in sales cycles by using ZoomInfo

a **32-day reduction** in sales cycles





GTM Intelligence & AI: Supercharging Growth

AI is the technological leap of this generation, creating massive expectations, unprecedented investment, and more than a little uncertainty. At ZoomInfo, we've leveraged AI to turn our peerless universe of data and signals into a revolutionary new way to engage markets — and the results are stunning.

ZoomInfo Copilot, launched in mid-2024, centralizes high-quality data and signals for effortless access, providing actionable, AI-driven recommendations about accounts to prioritize, prospects to contact, and even ways to frame your pitch.

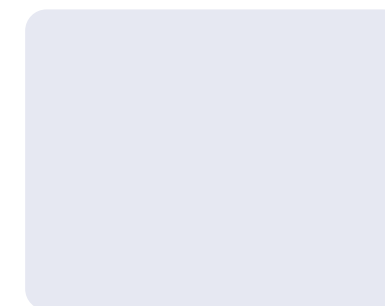
Copilot continuously combs through GTM signals to create constantly updated account summaries of prospective customers, including contacts with purchasing authority who are most likely to engage.

Since Copilot's debut, customers have reaped greater seller productivity and booked more meetings. For instance, **users book 60% more demos and meetings** on average with Copilot.



60%

**more demos and
meetings booked
with Copilot**



More Efficient, Better Results

“

ZoomInfo Copilot helps me with preliminary research, prior to reaching out to a business. With Copilot, I’ve found the right point of contact much more quickly.”

Senior Solutions Advisor, Lumen



Copilot radically reduces effort, too: Users tell us they save **an average of 10.5 hours per week** on time-consuming administrative work because of Copilot’s AI advantage.

Frontline GTM professionals are seeing significant benefits from Copilot’s sophisticated automation features. **They report 89% higher email response rates** after implementing Copilot. Sales teams using Copilot also say their **average connect rates doubled**, with an **improvement of 23 percentage points** after using Copilot.

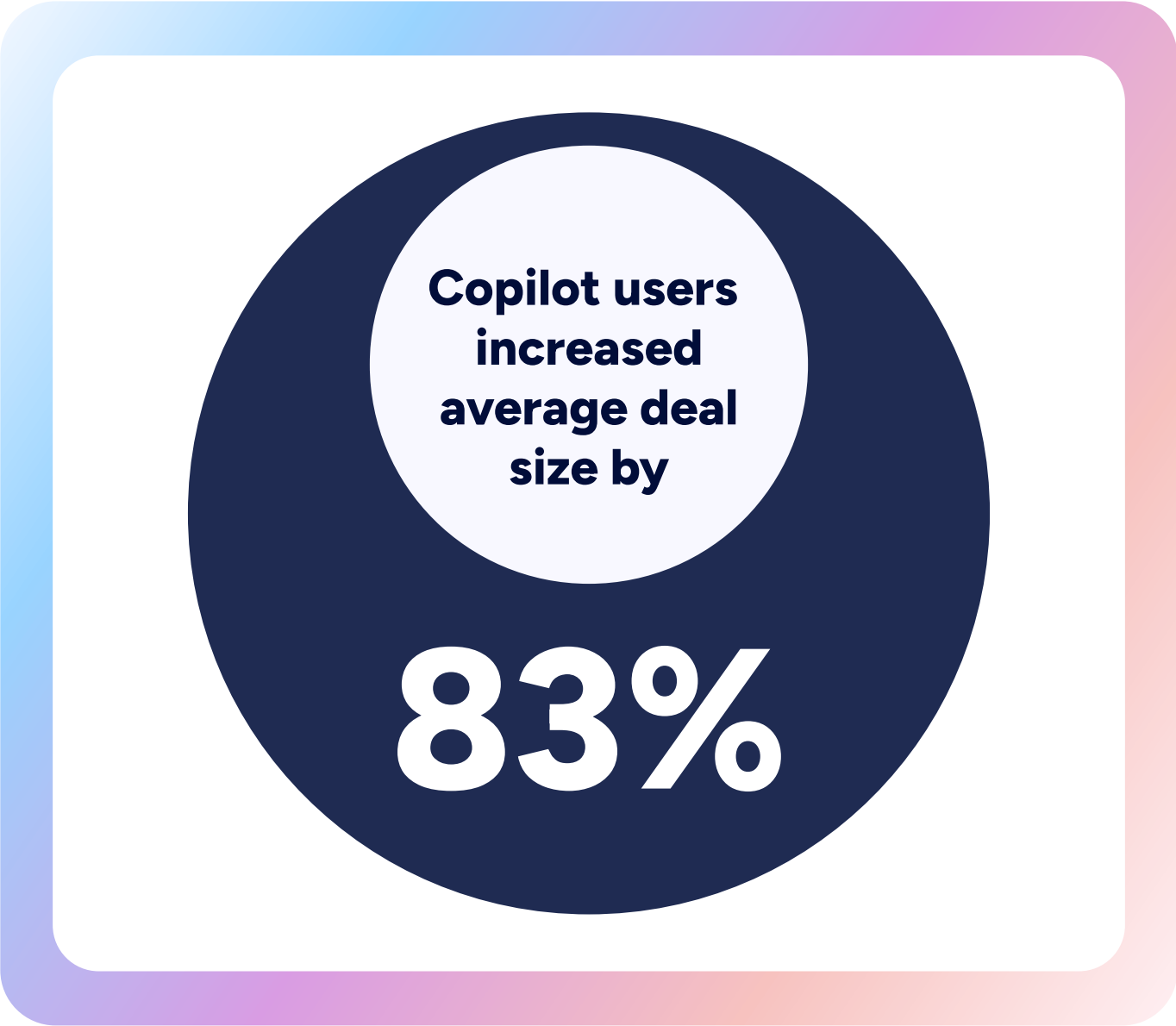
More Pipeline, More Opportunities

For many GTM teams, sales targets have never been more ambitious.

But opportunities are still there for the taking, and ZoomInfo Copilot has helped our customers identify and engage those opportunities before the competition.

Revenue leaders using ZoomInfo Copilot reported a **42% increase in their Total Addressable Market (TAM)** since implementing Copilot, and a **46% increase in win rates**.

ZoomInfo Copilot users aren't just expanding into new markets and securing more business — they're closing larger deals in less time. **Copilot users reported an 83% increase in average deal size, and 30% faster deal cycles, saving an average of 45 days per deal.**



“

Copilot is a game-changer. The intent data and AI messaging helps my BDRs articulate the correct messages. It's delivered high success rates in conversion to pipeline.”

Senior Manager, Business Development,
SecurityScorecard

Efficiency, Accuracy & Confidence for GTM Teams

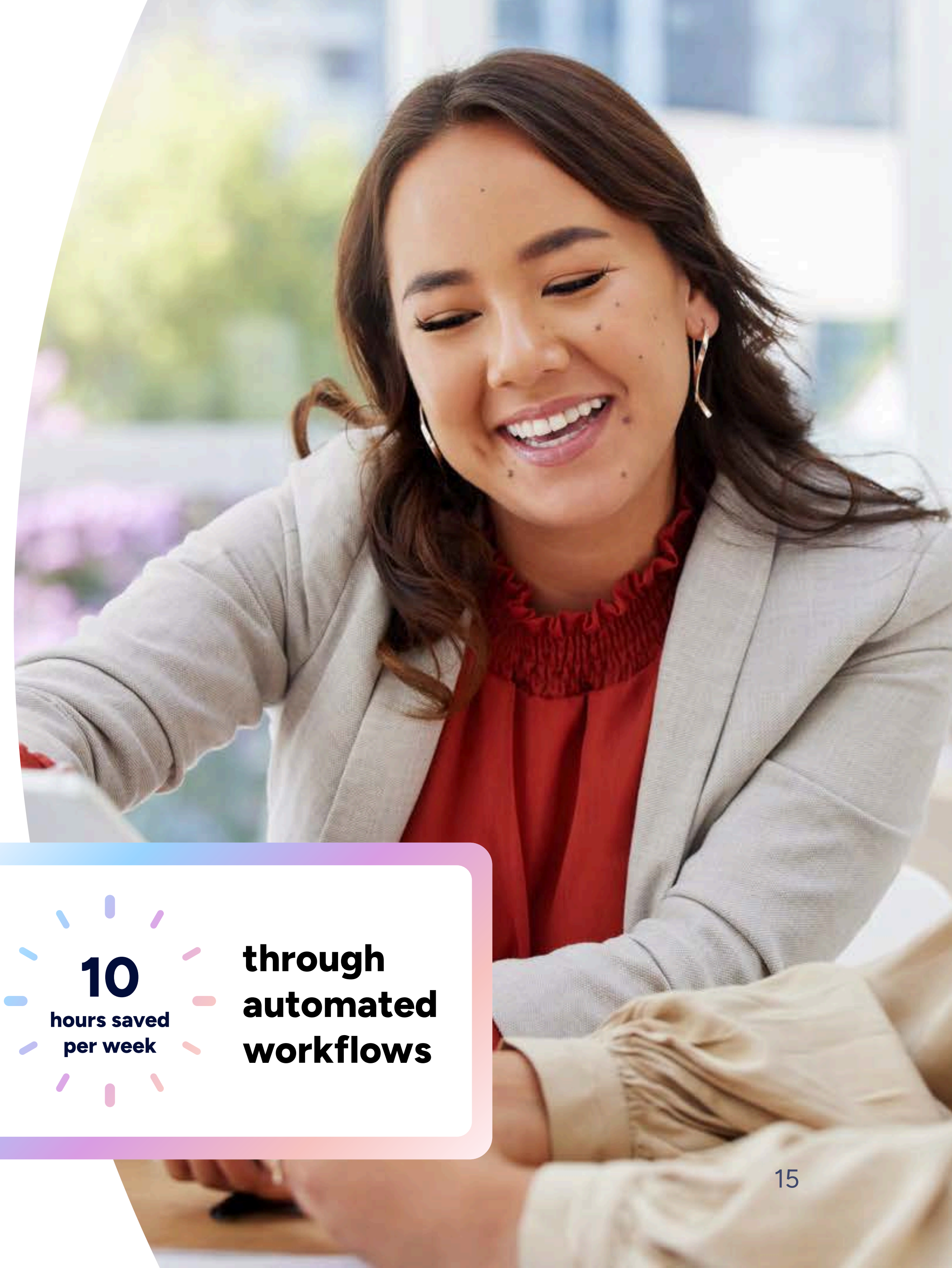
Confidence and efficiency are critical to sales success, but too often they're undermined by unreliable data and time-draining tasks. Today, according to Salesforce, the average seller only spends about one-third of their week actually selling, a trend that has remained stubbornly consistent for years.

ZoomInfo changes this by equipping sales teams with trusted insights and automation that drive results. With a **44% boost in confidence** to hit pipeline goals and **10 hours saved per week** through automated workflows, sellers can focus on what matters most: building relationships and closing deals.

ZoomInfo helps every seller become your best seller by automating important administrative tasks, giving your salespeople more time to cultivate meaningful relationships with prospects and demonstrate genuine value.



**through
automated
workflows**



Healthier Accounts, Higher Confidence

Accurately anticipating market moves that impact revenue is one of the greatest challenges that GTM leaders face today. Survey respondents indicated that **ZoomInfo helps their teams predict pipeline with 20% greater accuracy**, measured by deals closing on time relative to forecast.

In addition to helping frontline GTM teams secure more business, ZoomInfo gives salespeople greater confidence they can achieve their quota. **Sales teams using ZoomInfo are 44% more confident they will attain pipeline goals**, with **enterprise sales teams reporting 47% more confidence in pipeline attainment**.

ZoomInfo is also helping customer support managers deepen their relationships with customers, an important retention strategy in its own right. On average, **CSMs report their accounts are 54% healthier** thanks to the insights provided by ZoomInfo.

Thanks to
ZoomInfo insights,
CSM accounts are



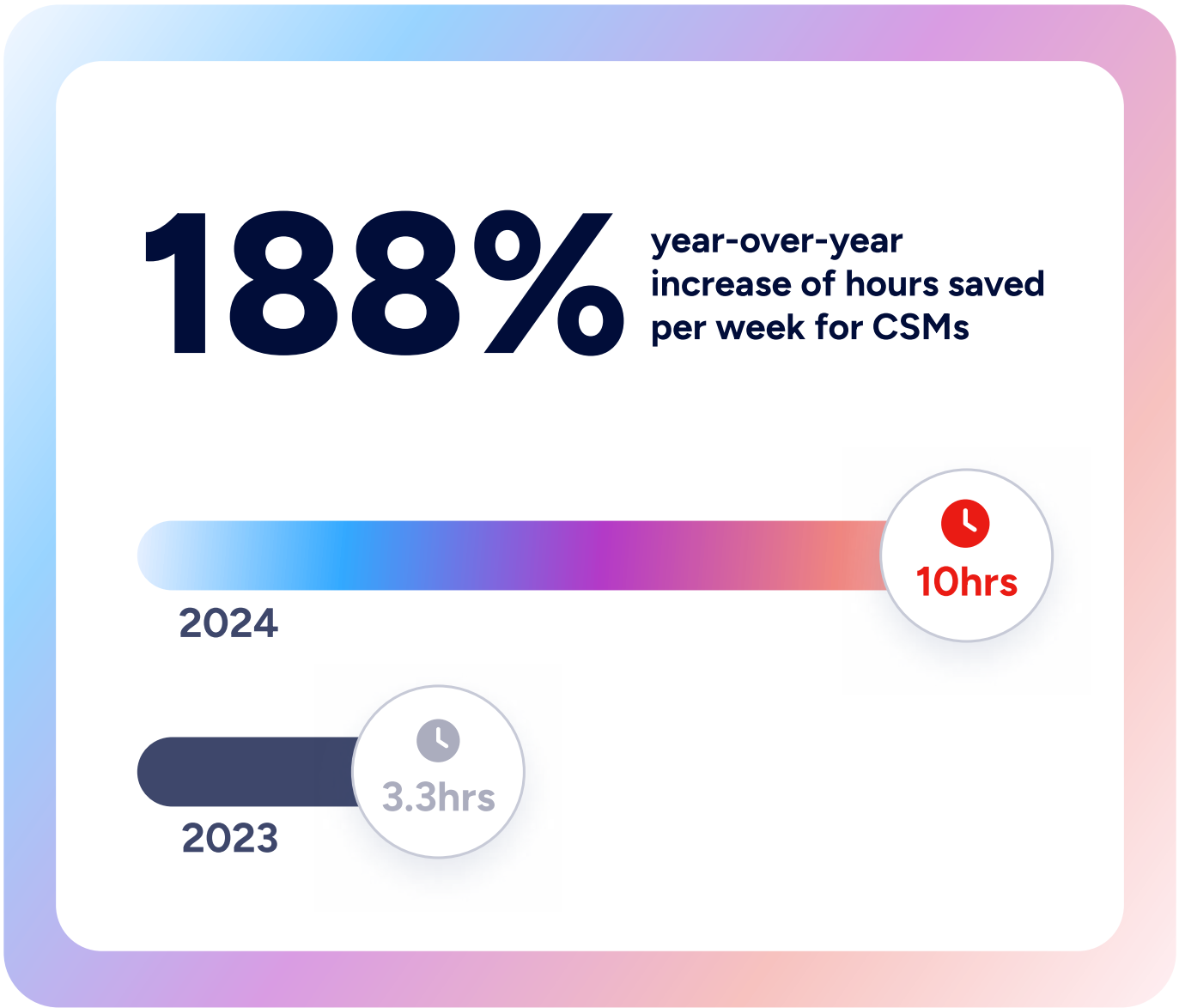
54%
healthier

More Productive, Greater Focus

ZoomInfo users continue to save valuable time and increase their productivity using our platform. Survey respondents reported **time savings of 10 hours per week** in 2024, an **increase of 15%** from last year's Customer Impact Report.

While all ZoomInfo customers participating in this year's survey experienced productivity gains, some roles reported particularly significant improvements. **Customer success managers (CSMs) reported saving more than 10 hours per week using ZoomInfo**, up from 3.6 hours per week in 2023 — **188% year-over-year increase of hours saved per week for CSMs**.

Operations and IT/Data professionals also reported considerable productivity gains, **saving an average of 10.4 and 11.4 hours per week** respectively, representing a **year-over-year increase of more than 62%**.



Market Signals and Data: The Foundation

The key to this success? Our unmatched combination of a massive, constantly growing B2B data universe and the industry's most comprehensive collection of real-time buyer signals. Combined with your first-party CRM data and activated by Copilot's AI tools, you get a GTM Intelligence Platform that has no equal in the market today.

For sales and marketing teams, ZoomInfo is by far the platform of choice, with **95% of sales and marketing teams preferring our data coverage** to that of other providers. **They find our data to be 40% more accurate** compared to other solutions.

Our commitment to data quality was also recognized by renowned industry analysts, including [Forrester](#) and [Gartner](#), in 2024.

“

One of ZoomInfo's standout features is their comprehensive contact information, which is both accurate and up-to-date. It's saved me countless hours that would have otherwise been spent on manual research.”

Area VP, Randstad

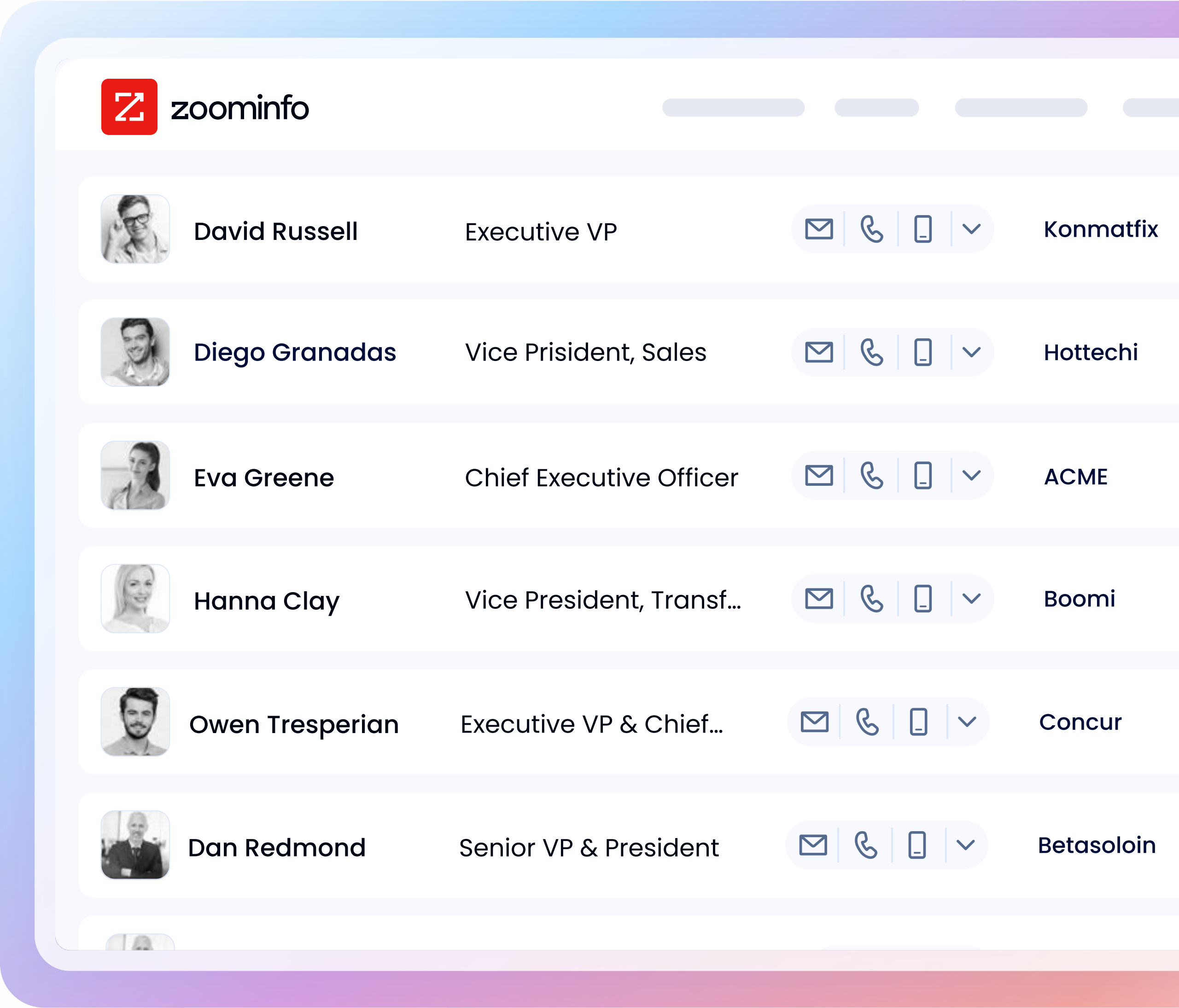
ZoomInfo:

AI-Ready Insights, Trusted Data, Advanced Automation

When growth is on the line, GTM teams can't afford to merely react to rapid market changes. The winners of tomorrow will be companies that can anticipate and seize those opportunities — before the competition.

ZoomInfo is proud to help our customers do just that. And we're still just getting started. We can't wait to see how Copilot and our entire GTM Intelligence Platform will accelerate revenue growth for our customers in 2025.

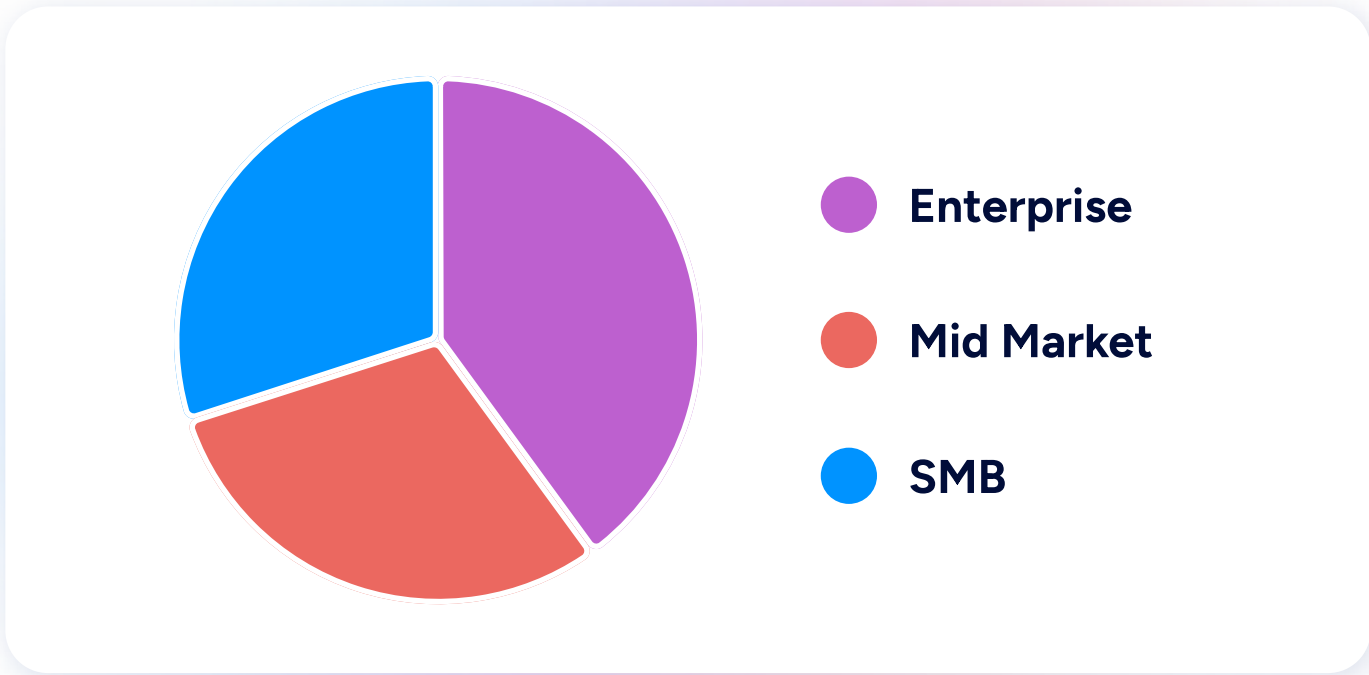
Once again, we at ZoomInfo are deeply grateful to our customers for taking the time to provide such thoughtful, actionable, and inspiring feedback. And if you're not yet a ZoomInfo customer, visit us today to find out more about how we can help your company sell smarter and win faster.



Survey Methodology

To produce ZoomInfo’s Customer Impact Report 2025, we surveyed 11,432 respondents across 4,200 different accounts in 91 countries.

Approximately 38% of survey respondents represented enterprise businesses. Small- to mid-size businesses (SMBs) and midmarket companies each accounted for about 31% of survey responses.



Approximately one-third of survey respondents said they were in a sales prospecting role.

Nearly 60% of survey respondents reported being in a new business role, such as an SDR, BDR, AE, or Field Sales. Sales leadership and sales managers comprised 9% of respondents. Both account managers or customer success professionals and marketers each accounted for 7% of the survey. RevOps, Marketing Ops, and Sales Ops professionals made up 6%, while recruiters represented 4% of respondents. Another 4% fell into the “Other” category, and 3% identified as CEOs, founders, presidents, or business owners. IT, data science, and data operations professionals accounted for 2% of respondents.

“Other” roles accounted for 4% of survey respondents, with 3% of participants identifying as CEOs, founders, presidents, or business owners. Sales leadership roles and recruiting professionals both represented 3% of survey responses, with 2% of participants identifying as IT, data science, or data operations professionals.

Executive functions, including chief revenue officer, chief commercial officer, chief operating officer or chief business officer each accounted for 2% of responses. Onboarding and renewal/retention roles represented approximately 1% of survey responses.

