zoominfo

Customer Impact Report

2024

Table of Contents

ZoomInfo: Building the Future of Modern GTM

The biggest success stories of the past decade were defined by how well they could capitalize on rapid growth. But today, the most successful companies are the ones that can scale efficiently, sustainably, and profitably.

With intensifying pressures in virtually every industry and vertical, executives are focusing on lean, efficient, and sustainable revenue growth. And while the challenges are great, the opportunities are immense.

Forward-thinking companies are leveraging emerging technologies such as generative AI to gain vital competitive advantages over their peers and create innovative new solutions and products for their customers. Sales and marketing leaders are reaching new audiences by deploying flexible, personalized campaigns at scale.

And, perhaps most excitingly, today's top performers are realizing their potential and achieving strong, sustainable growth by leveraging the same tools and data that the world's most innovative companies use to fuel their growth.

For the second year, ZoomInfo invited our customers to tell us more about their journeys, challenges, and achievements over the past 12 months. We learned more about how ZoomInfo's products are helping them close more deals, expand into new markets, and attract key hires.

Our data shows that, on average, **ZoomInfo customers bring in 32% more revenue, increase their marketing pipelines by 1.5X, decrease customer acquisition costs by more than a third, nearly double their quota attainment, and improve productivity by 64%.**

There's never been a better time to capitalize on the data and tools that fuel the modern go-to-market engine. Our 2024 Customer Impact Report offers a blueprint for how to make it happen for your company.

ZoomInfo Customers

- Bring in **32% more revenue**
- **Increase** their marketing pipelines **by 1.5X**
- **Decrease** customer acquisition costs **by more than a third**
- **Nearly double** their quota attainment
- Are **64% more productive**

Survey Methodology

To gather the data above, ZoomInfo surveyed a subset of our customers across all job titles, audience segments, ZoomInfo products, and geographical areas. We collected responses from ~7,000 current ZoomInfo customers across 4,200 accounts, from 89 countries.

Responses were gathered from three primary audience segments: SMB (32.8%), Midmarket (31%), Enterprise (36%). Survey participants were polled at every level of seniority across 11 separate job roles and seven departmental areas.

A majority of the responses gathered came from the North America region (83.4%), with responses from the APAC and EMEA regions representing 8.7% and 7.9%, respectively. In terms of industry sector, Business Services and Software were the most broadly represented industries, accounting for 37.5% and 37.6% of responses, respectively. The remaining responses represented Manufacturing (7.9%), Finance & Insurance (5.8%), Transportation & Logistics (3.5%), Retail (2.8%), Healthcare (1%), and Other (3.8%).

1

Greater ROI

With every aspect of corporate operations under greater scrutiny, return on investment (ROI) has become critically important. Not only are revenue expectations higher than ever, but many companies are now expected to achieve ambitious targets with fewer resources.

Data from global management consultancy Ernst & Young suggests that 61% of American CEOs expect higher revenues in 2024, and 69% expect higher profitability. This optimism highlights the steep executive expectations that many frontline sales and marketing professionals are expected not just to meet, but exceed.

ZoomInfo understands the pressures that sales and marketing professionals face every day, and we're helping sales organizations reach new audiences and drive revenue in the most challenging conditions.

ZoomInfo products have a significant, tangible ROI impact for our customers

Our survey revealed that **ZoomInfo customers bring in 32% more revenue thanks to our products**. These revenue gains hold true across every major market segment, audience demographic, and geographical region.

Enterprise customers experienced significant revenue growth by using our products, with some respondents indicating **potential losses of 31% of revenue pipeline without ZoomInfo**.

[Forrester predicts](#) that forward-thinking companies will prioritize investments in technology that "improve business operations, increase productivity, and elevate employee and customer experiences" in 2024, highlighting how impactful such ROI gains can be.

*"ZoomInfo has had a profound positive impact on our sales team's results. With its vast database and powerful search capabilities, **we've seen a 40% increase in lead acquisition within just three months of implementation**. The accuracy and freshness of data have reduced wasted time, and personalized outreach has boosted conversion rates by 20%.*

This efficiency improvement, coupled with an expanded reach into new markets has allowed us to consistently exceed our sales targets. ZoomInfo has become an indispensable tool in our sales arsenal, driving our team's success in a competitive landscape."
– AM at DigitalOcean

32%
more revenue
thanks to our products

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ZoomInfo's ROI is seen at every stage of the sales and marketing funnel

From initial lead-generation to closing large deals, ZoomInfo's products are helping sales and marketing professionals generate better-quality leads, engage in more productive conversations with prospects, and close more deals.

Marketers using ZoomInfo were able to substantially increase both the quality and volume of leads for their sales teams. **ZoomInfo users increased their marketing pipelines by an average of 46% — 1.5X growth over their peers.**

In addition to expanding their pipelines significantly, ZoomInfo is also helping marketers reach new audiences more cost effectively. **Marketers using ZoomInfo reduced their customer acquisition costs (CAC) by an average of 35%**, with marketers in the Europe, Middle East and Africa (EMEA) and Asia-Pacific (APAC) regions seeing the greatest reductions in CAC.

46% Increase

Marketing Pipeline

35% reduction

Customer Acquisition Costs

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ZoomInfo users book more meetings and close more deals

When marketers can deliver higher-quality leads to their counterparts in sales, great things can happen.

Our survey revealed that sales development representatives (SDRs) using ZoomInfo are able to secure more meetings and ultimately close more deals, even in a challenging economy.
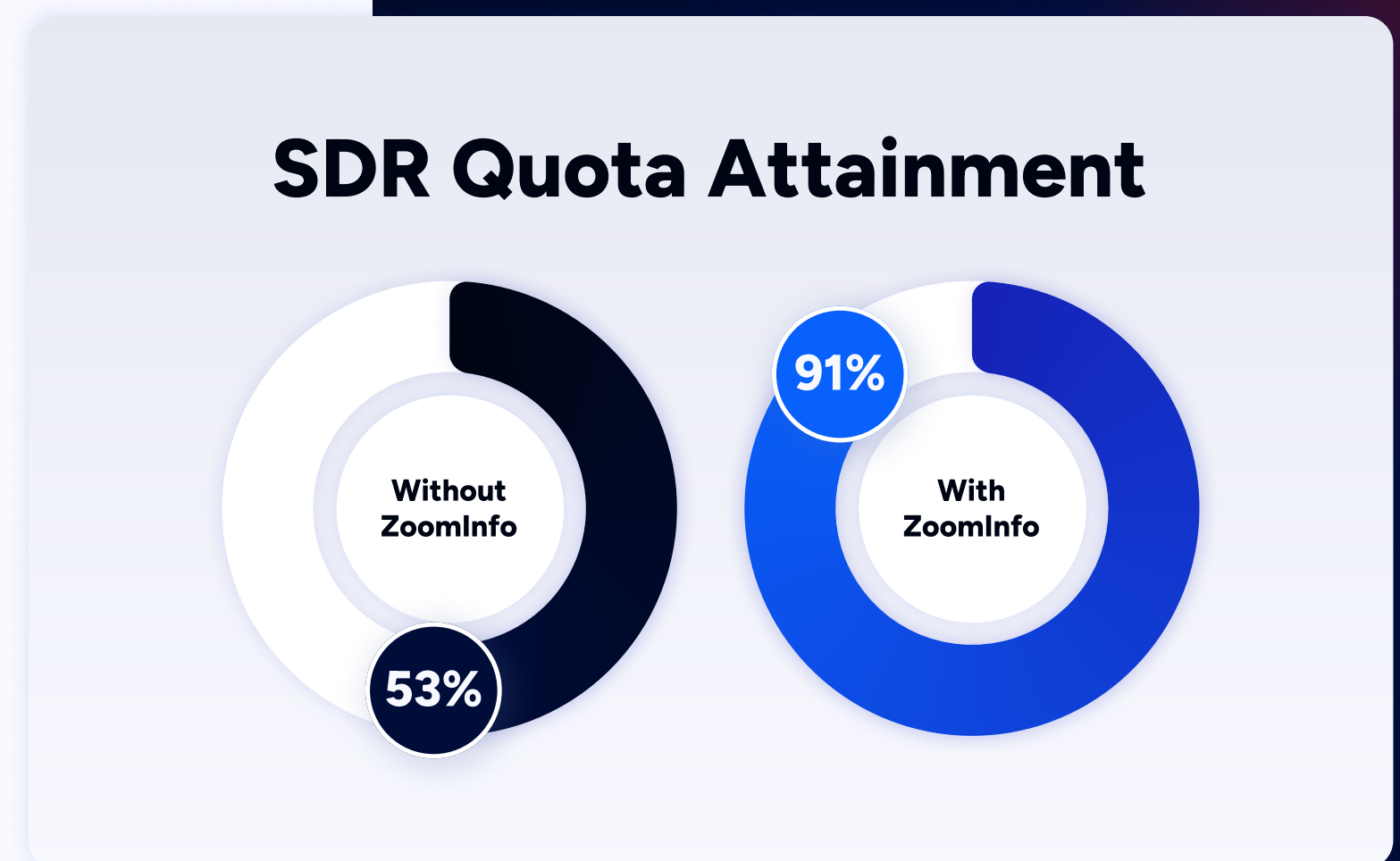
SDRs using ZoomInfo were able to secure 75% more meetings in a month, increasing the number of meetings booked from 20 to 35 — almost double the average of 19 meetings per month identified by Blossom Street Ventures.

"With ZoomInfo, my team and I have booked over 100% more meetings after utilizing the tool and our win conversions have been much greater."
— Sales Associate, Origami Risk

ZoomInfo also has an enormous impact on SDRs' ability to hit their quota. **On average, SDRs using ZoomInfo were able to increase their quota attainment from 53% to 91%** — an increase of 72%.

"I was able to get one of the biggest clients' contact info via ZoomInfo, which allowed me to win over 1,000 users for one of the software products. I was able to achieve 100% of the pipeline quota for the year within a single month."
— SDR, Freshworks

Frontline salespeople such as SDRs aren't the only ones facing ambitious targets, and ZoomInfo is also helping account executives (AEs) achieve demanding quotas in a challenging market.

Meetings per month

Without ZoomInfo	20
With ZoomInfo	35

75% increase

SDR Quota Attainment

Without ZoomInfo: 53%

With ZoomInfo: 91%

ZoomInfo users book more meetings and close more deals

According to our data, AEs using ZoomInfo were more than twice as likely to hit their quota attainment goal. Data from Forrester indicates **the average AE achieves 47% of their quota, whereas ZoomInfo users achieve 99% quota attainment on average**. These gains are realized when SDRs can bring better-quality prospects to their AEs, and AEs can close those deals more effectively thanks to ZoomInfo's superior B2B data.

"I have won over five new accounts in a matter of my first couple of months at my new job. It's opened up so many new opportunities to introduce myself to my fellow travel counterparts and procurement leads in my territory's pipeline, including five new large accounts that can increase my revenue in my territory by 50% over quota."
— Account Manager, Hertz

AEs using ZoomInfo aren't just closing more deals — they're closing significantly larger deals that are driving real revenue for their businesses.

Our survey revealed that **AEs using ZoomInfo are closing deals 32% larger than their previous deals on average**. Salespeople in the APAC region saw the largest gains, with average deals 37% larger after implementing ZoomInfo. Deals in the EMEA region were 35% larger thanks to ZoomInfo's products, and our customers in North America saw average deal size increases of 31%.

Without ZoomInfo

With ZoomInfo

32%

AEs using ZoomInfo are closing deals 32% larger than their previous deals

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9
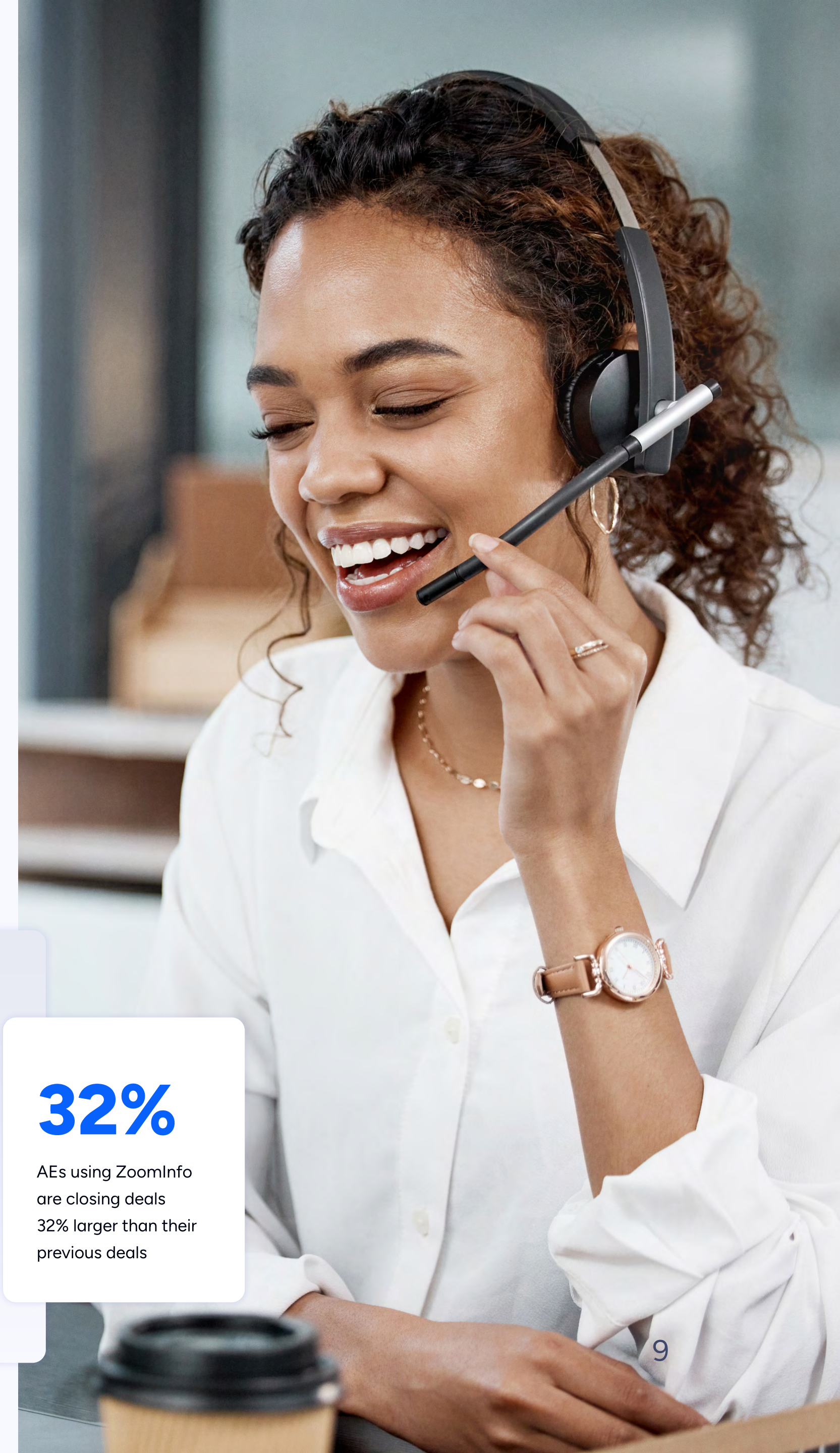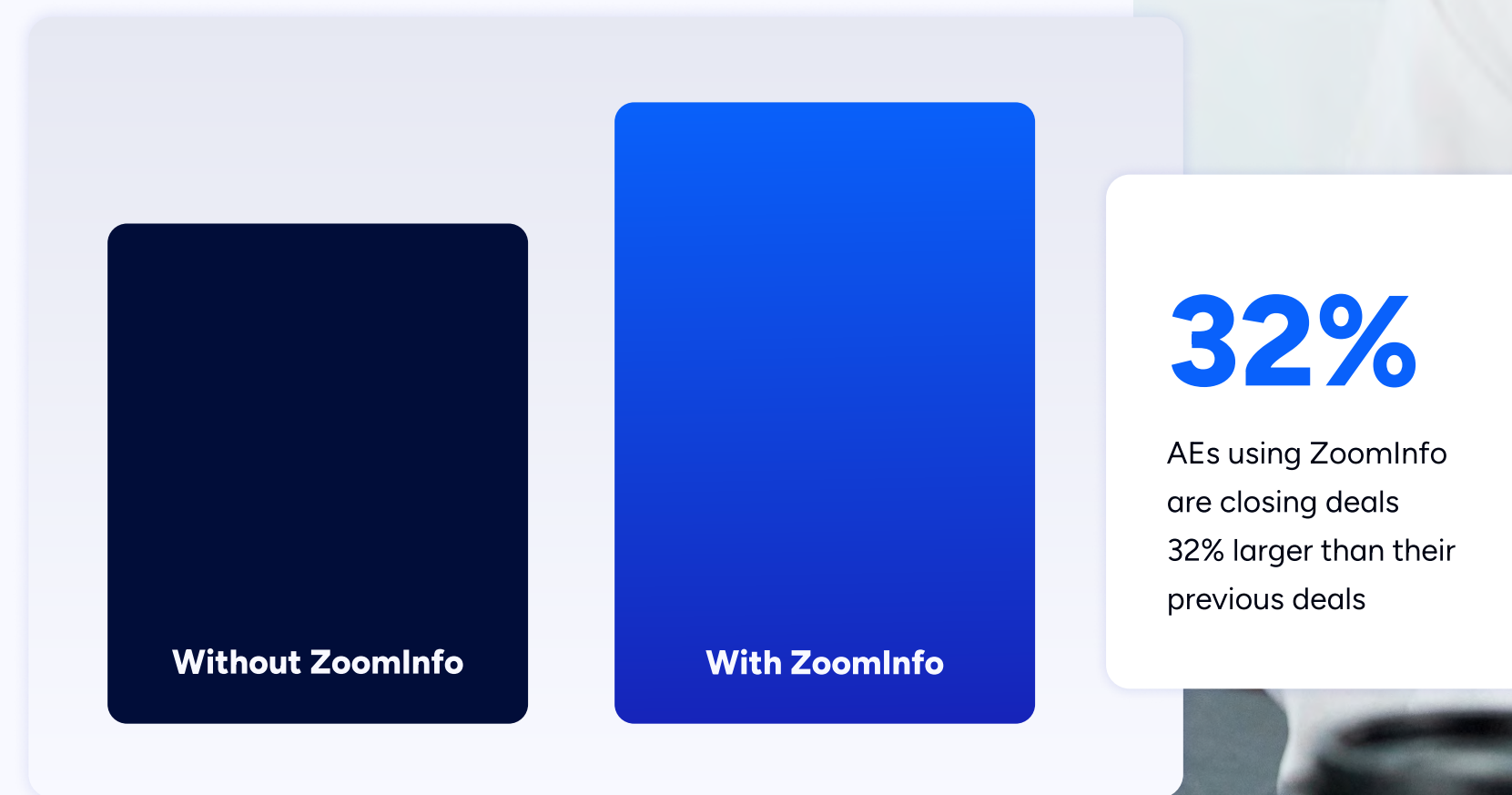
ZoomInfo shortens sales cycles

With many businesses focused intently on reducing costs, greater scrutiny of technology investments and other expenses have increased the length of the average sales cycle.

This problem has been especially evident across enterprise companies. According to data from SaaS procurement platform Vendr, the average enterprise SaaS sales cycle has increased by 70% since 2020.

ZoomInfo is helping salespeople shorten their sales cycles by connecting them with in-market decision-makers based on real-time signals, minimizing time spent trying to connect with stakeholders with purchasing authority and losing potential momentum.

Sellers using ZoomInfo reduced their sales cycles by 32% on average, shrinking the typical sales team's cycle by more than a month, **from 142 days to 96 days.**

"When running marketing and sales campaigns under an ABM go-to-market approach, ZoomInfo has shortened our go-live cycle by at least 30 days, which has a huge impact on the top and bottom lines. The integration with HubSpot makes prospecting and list building a breeze."
— Founder and CEO, Zubia

32% reduction

Number of Days in a Sales Cycle

142

46 days saved

96

Without ZoomInfo

With ZoomInfo

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10

Higher win rates, more effective prospecting

Many sales leaders are paying much closer attention to their reps' win rates to identify areas of opportunity and ensure that reps are being given leads appropriate to their skill and experience.

Sales leaders are reporting significantly higher average win rates after implementing ZoomInfo, **with the average sales manager seeing an increase in win rate from 28% to 42%, a 1.5X increase**.

"We have closed more deals by almost 100% after using ZoomInfo. We noticed that our team was struggling getting past gatekeepers, and since using ZoomInfo, they have been able to set more meetings with 'DM's' and in turn close almost double the rate from the year prior."
— VP, Cargo Express Freight

These gains weren't just limited to new business. In fact, AEs responsible for growing existing business saw even greater improvements than their new-business counterparts after implementing ZoomInfo. **AEs tasked with upselling and cross-selling saw average win rates of 52% with ZoomInfo, up from 34% without ZoomInfo, an 18 percentage point increase**.

Such improvements in performance would be notable in ideal market conditions. In light of data from revenue intelligence platform Ebsta that indicates average win rates declined by 29% in 2023, the win-rate gains offered by ZoomInfo are helping sales professionals not just navigate an increasingly challenging market, but seize opportunities and achieve strong revenue growth.

Sales Manager Win Rates

Without ZoomInfo **28%**

With ZoomInfo **42%**

AE Win Rates

Without ZoomInfo **34%**

With ZoomInfo **52%**
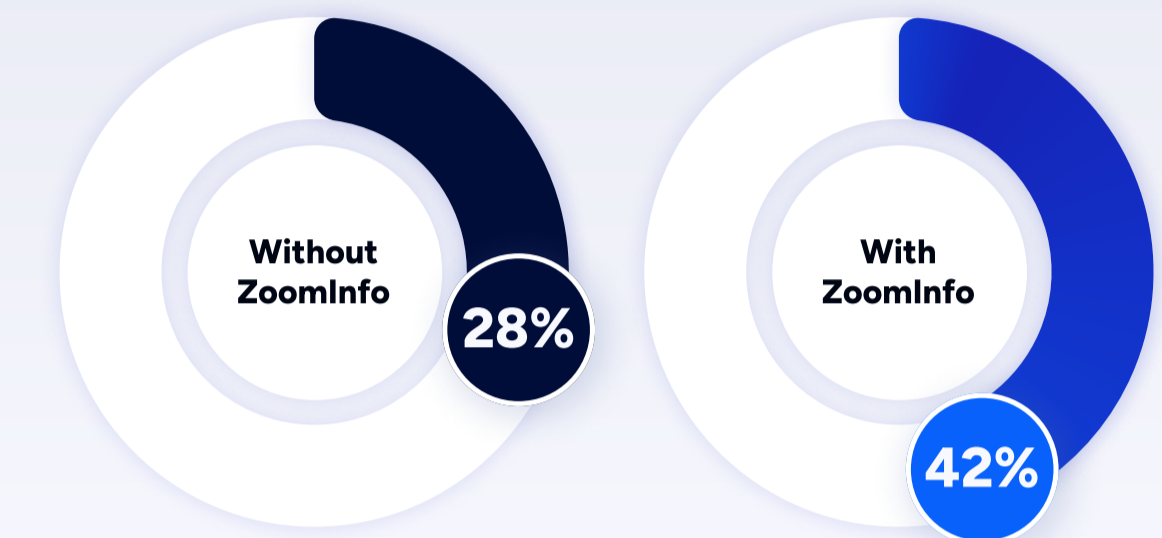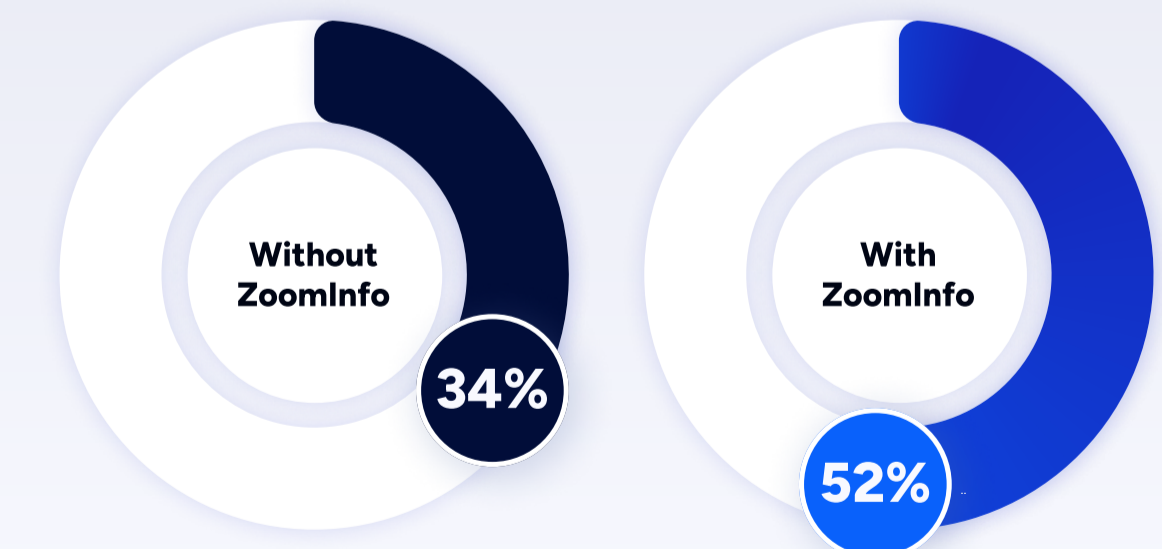
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Deepening relationships with existing business

With new investments under greater scrutiny, preserving existing customer relationships has never been more important.

ZoomInfo users were able to use our products to cultivate deeper relationships with existing customers and preserve vital ongoing revenue. **On average, customer success managers (CSMs) felt their accounts were 62% healthier**, thanks to the breadth and depth of information they were able to surface using ZoomInfo.

Retention teams were also able to successfully renew more business using ZoomInfo. Without ZoomInfo, survey respondents reported renewal rates of 52%, **compared to the average renewal rate of 86% after implementing ZoomInfo**.

"As an onboarding manager, I make sure that any new accounts that sign onto a subscription with us are set up for success — that includes ensuring data integrity within our platform. I use Zoominfo on an almost daily basis to make sure contact details are correct and all contacts are accounted for and given the proper materials to hit the ground running."
— Implementation Manager, Expert Institute

62%

CSMs said their accounts were 62% healthier thanks to ZoomInfo

86%

average renewal rates after implementing ZoomInfo, up from 52% before ZoomInfo

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2

Higher Productivity, Better Engagement, Greater Revenue

It has never been more important to cultivate genuine, meaningful relationships with customers and vendors. However, too many sales and marketing teams still struggle to personalize their messaging and connect with prospects.

ZoomInfo's superior data accuracy and coverage means salespeople can spend less time conducting basic research about their prospects, and more time engaged in productive conversations about how to solve prospects' problems.

Sales leaders indicated that **using ZoomInfo halved the time their SDRs spent prospecting, from an average of 20.7 hours per week without ZoomInfo to 10.5 hours per week with ZoomInfo.**

ZoomInfo users were even more productive in 2023

"ZoomInfo has helped me close many deals. I was able to close some large companies that I would never be able to or would have taken me much longer because I would have to spend countless hours trying to figure out who the correct person for me to talk to. With ZoomInfo, I can look at a company and pinpoint the exact person that I should talk to, grab their cell phone number, and give them a call right away. Saves so much time!"
— Business Development Specialist, Becklar

Thanks to data and cutting-edge capabilities that make identifying and accessing information about prospects easier than ever, ZoomInfo users are significantly more productive using the platform. **On average, ZoomInfo customers are 64% more productive using our platform**, and these substantial gains allow our customers to engage with prospects more effectively, strengthening key relationships and preserving annual recurring revenue.

64%

average productivity gain for customers who adopt ZoomInfo.

ZoomInfo users were even more productive in 2023

Over the past 12 months, we've made significant investments in research and development of generative AI technologies and other major product improvements, and these investments are already helping our customers save even more time. **On average, ZoomInfo users saved 17% more time per week than they did last year**.

Although respondents in every role reported double-digit productivity increases thanks to ZoomInfo's tools and data, some participants experienced even more impressive results. **Talent acquisition and operations professionals, in particular, saw enormous productivity gains in 2023, with increases of 55% and 25% in hours saved per week respectively**.

For frontline salespeople, less time spent prospecting often translates directly into more time spent engaging prospects and demonstrating value. **The average SDR was able to save 18 minutes per prospect search using ZoomInfo, which equals more than 13 hours saved every week**.

17%

On average, ZoomInfo users saved 17% more time per week than they did last year.

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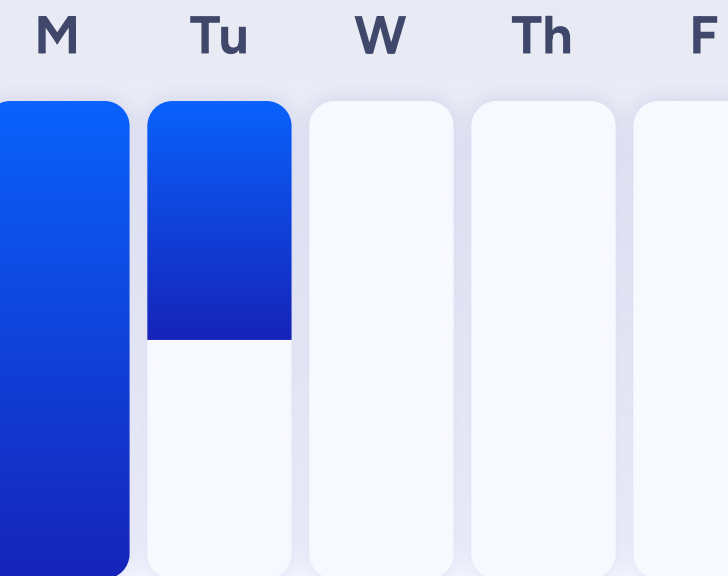
13 hrs

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A single platform to support the entire GTM team

Today's go-to-market teams are too often confronted with the paradox of choice: a mind-boggling increase in the number of sales and marketing tools over the past decade has left frontline professionals juggling dozens of dashboards, apps, and channels, draining their time and taxing their creativity.

In reaction, companies embracing modern GTM are increasingly looking for solutions that can span the revenue-generation cycle, from the first stages of awareness through closed-won and beyond.

ZoomInfo helps our customers achieve ambitious goals by providing data, tools, and support for GTM professionals across the spectrum, from marketing to sales and customer engagement.

Our survey revealed that **four out of five ZoomInfo customers (81%) have been able to eliminate at least one software tool from their daily workflow** after implementing ZoomInfo — an increase from the 71% of respondents who achieved similar productivity gains in last year's Customer Impact Report.

"Prior to using ZoomInfo, we were using different tools to find contact details for the people we wanted to reach out to and use a different tool for emailing and for calling. ZoomInfo has made a positive impact in our efficiency and productivity as we can now search for contact details, call, send emails from one platform. We no longer have to jump to different tools for our prospecting efforts."
— Business Development Representative, xSELLerate
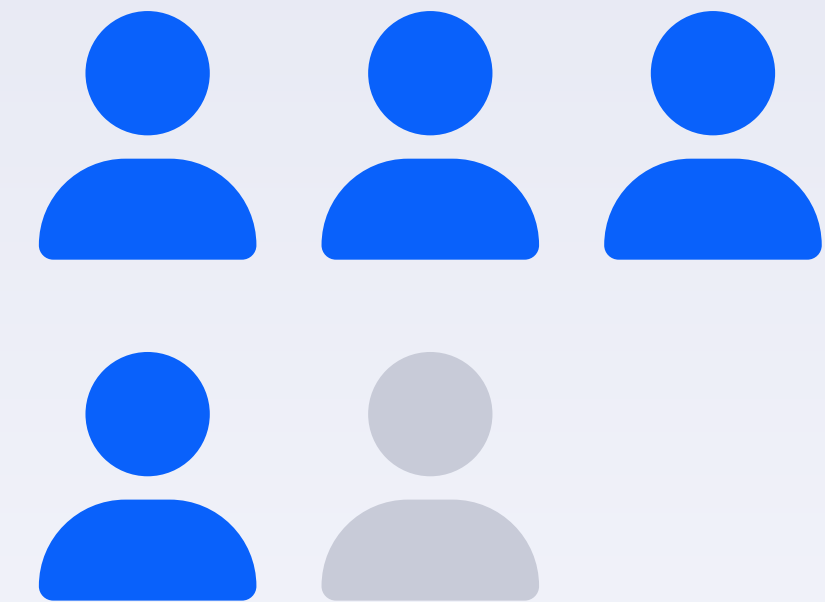
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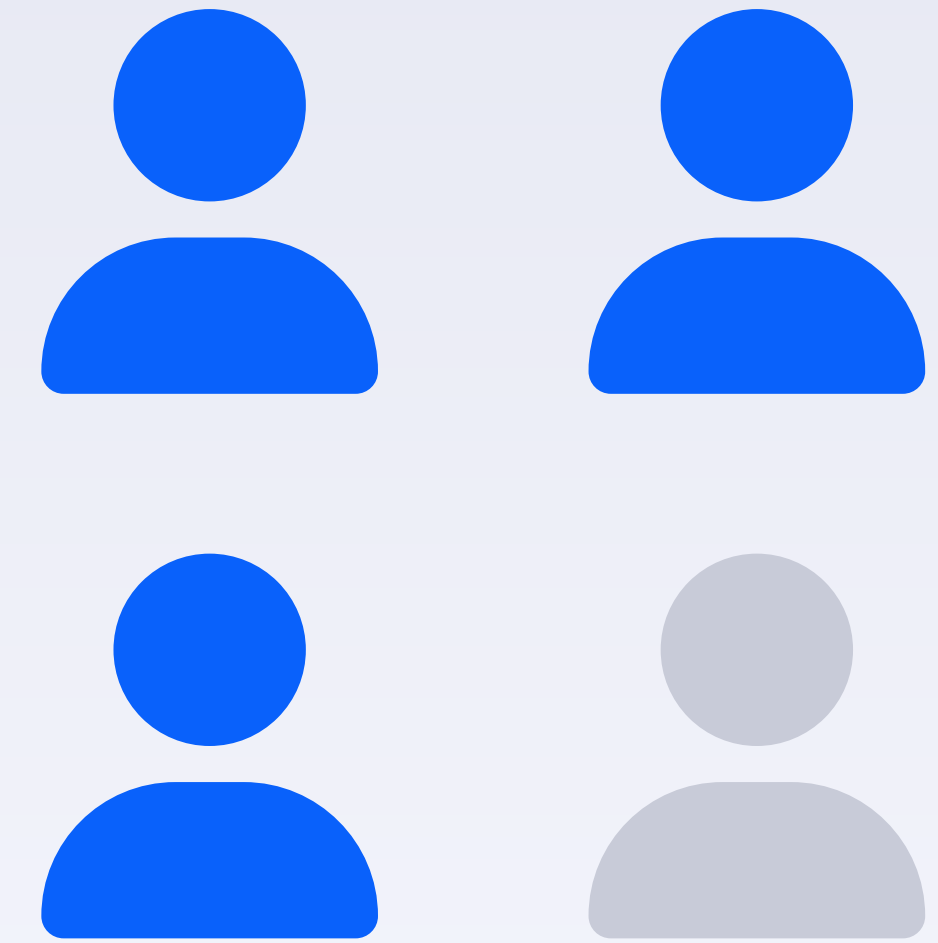
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True sales and marketing alignment

Ask any GTM leader about their priorities for 2024, and it's likely that sales and marketing alignment will feature prominently.

This should come as little surprise. Data from Gartner indicates businesses that prioritize sales and marketing alignment are three times more likely to exceed customer acquisition goals.

Our survey revealed that **73% of marketers were able to cultivate stronger relationships with their counterparts in sales** after implementing ZoomInfo. These benefits are primarily realized by sales and marketing working from a single, unified data asset in real time, allowing for better identification of fresh opportunities.

"ZoomInfo has had a large impact on both our sales and marketing teams. In marketing, our team uses ZoomInfo for account enrichment and adding contacts to our target accounts for our ABM strategy, helping us improve our outreach efforts. In sales, our team uses ZoomInfo for account expansion, learning more about enterprise organization structures and different profiles in the buying committee. It has been a game-changer in our ABM strategy this year."
— Director of Enterprise Marketing, Sandler

73% of marketers were able to cultivate stronger relationships with their counterparts in sales

3

Data: The Fuel Driving Modern GTM

We live and breathe data at ZoomInfo, but to us, data isn't simply a commodity — it's the fuel that drives the modern go-to-market (GTM) engine. A crucial part of our mission at ZoomInfo is helping our customers truly master their data, and build flexible, scalable processes that drive meaningful revenue at scale.

ZoomInfo's data: Behind the numbers

The vast majority of ZoomInfo users — 95% — prefer our data to that of other providers, due to our unparalleled demographic, firmographic, and geographic coverage.

"We used D&B Hoovers for six months and have just signed up for ZoomInfo again, and the data is so much more accurate. I received email replies from Hoovers for employees who retired 10 years ago. It seems like Hoovers does not update the correct contact information at all. After switching to ZoomInfo, we have generated more sales than any previous year and our new sales reps can ramp up in four months rather than nine."
— CEO and Founder, DiscountPC

Since the publication of our inaugural Customer Impact Report, ZoomInfo has invested heavily in expanding the reach and accuracy of our international data, resulting in significant ROI gains for our customers in the EMEA and APAC markets. **Of our customers in APAC, 95% preferred our data over that of other providers, and 88% of customers in the EMEA region preferred ZoomInfo data**. Our international B2B data is helping businesses of all sizes identify new markets effectively, close more business, and drive revenue.

"ZoomInfo's geographical and industry-specific data have opened our eyes to previously untapped markets. We've been able to identify new territories and sectors for expansion, which has been invaluable in guiding our strategic direction. In just a short span, we've seen a significant increase in new business avenues, all thanks to the insights garnered from ZoomInfo."
— Global Marketing Manager, Ring Office

95%
of ZoomInfo customers in APAC prefer our data to other providers

88%
of ZoomInfo customers in EMEA prefer our data

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Better data, better results

The accuracy of ZoomInfo's B2B data is helping frontline sales and marketing teams achieve better results in less time. On average, **SDRs were able to double their connect rates from 23% to 46% after implementing ZoomInfo**.

"ZoomInfo has been a game-changer for us. One of the most significant wins we experienced was using ZoomInfo's data to identify and target highly qualified leads for a new product launch. We were able to refine our outreach strategy and saw a 30% increase in response rates. The accuracy of the data allowed us to tailor our messaging effectively, resulting in a 20% increase in conversion rates. This not only saved us time and resources but also significantly boosted our revenue."
— AE, Corporate Finance Institute

Some of the most encouraging feedback we hear from our customers is how ZoomInfo helps them achieve tangible ROI at every stage of the traditional sales and marketing funnel.

The accuracy of ZoomInfo's B2B data means that **SDRs see twice the email response rate on average, improving from an open rate of 19% without ZoomInfo to 39% with ZoomInfo**.

"As a company, we were struggling with high bounce rates in our email marketing campaigns. We switched to ZoomInfo for data & enrichment. By updating and verifying our contact lists with accurate information, we reduced bounce rates by 30%, resulting in improved email deliverability and higher engagement rates."
— Sales Manager, TrusTrace

SDR Connect Rates

Without ZoomInfo **23%**

With ZoomInfo **2x** **46%**

SDR Email Response Rates

Without ZoomInfo **19%**

With ZoomInfo **2x** **39%**
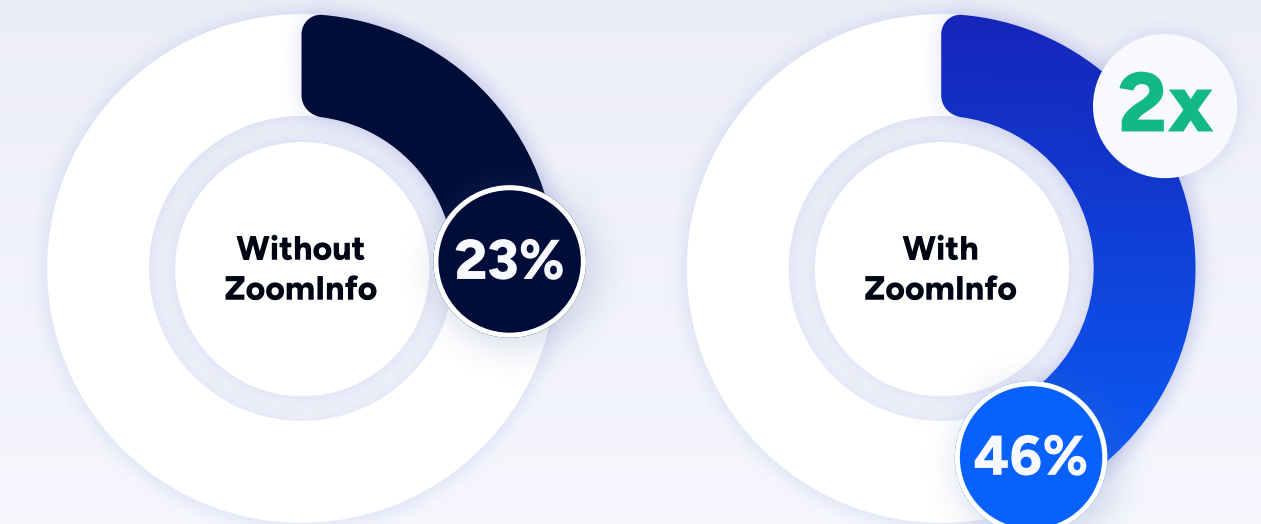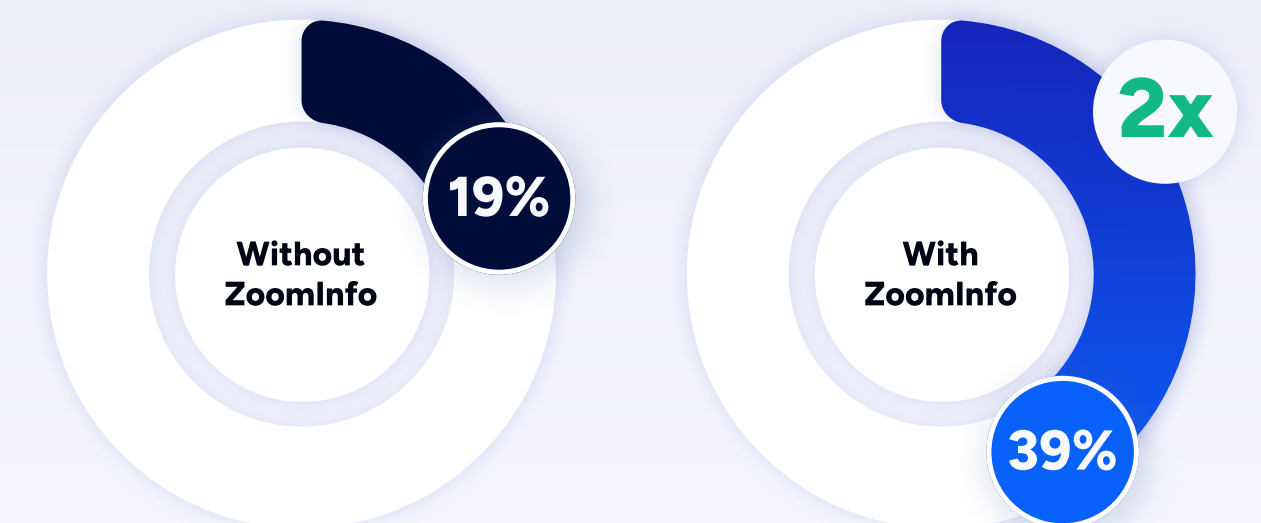
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Better data, better results

ZoomInfo's data delivers far more than just enrichment. The real-time insights offered by the ZoomInfo platform are helping revenue leaders identify emerging opportunities as they happen, providing our customers with a critical competitive advantage.

"Earlier this year, I was promoted to strategic account manager of national enterprise, and the Scoops feature is a game changer. I have never felt more on top of the industry, my accounts, and strategizing on what I can solve for the client than I am in real time today."
— Strategic Account Manager, OpenWorks

The superior accuracy and coverage of ZoomInfo's data isn't just helping frontline sales and marketing teams do more with less — we're helping our customers surface opportunities that simply would not be possible using other tools.

Our survey revealed that **three out of four ZoomInfo customers have identified new opportunities they would have missed without our data**. Our data is also helping revenue leaders identify entirely new markets, with **34% of sales, marketing, and revenue operations leaders uncovering new territories thanks to ZoomInfo**.

"The biggest thing we find valuable with ZoomInfo is the ability to easily find unknown accounts in our industry and increase the size of our TAM. We use the industry codes and then company descriptions to help segment what we are looking for and also look at similar companies to key companies that we have engaged with to constantly grow our lists."
— Senior Demand Generation Manager, floLIVE
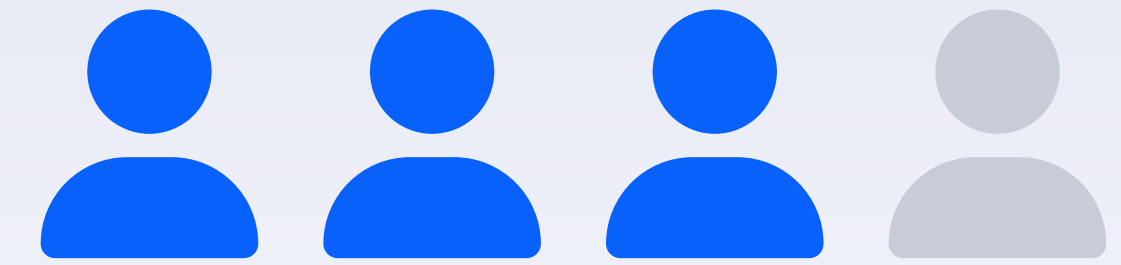
Three out of four ZoomInfo customers have identified new opportunities they would have missed without our data.

34% of sales, marketing, and revenue operations leaders uncover new territories thanks to ZoomInfo.

Seamless integrations

In addition to our world-class B2B data, ZoomInfo customers rely on our tools and data integrating seamlessly into existing workflows and technology stacks.

Our survey revealed that **95% of ZoomInfo customers prefer our platform's integrations**. These integrations aren't just convenient — they offer our customers significant productivity gains.

"ZoomInfo's integration with our CRM has streamlined our sales processes. Our sales team now spends 20% less time on manual data entry and more time engaging with potential clients, resulting in a 25% increase in sales revenue."
— Sales Development Representative, SmartBots

95%

95% of ZoomInfo customers prefer our platform's integrations

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Unlock Insights,
Engage Customers,
Win Faster

The world of business is changing faster than perhaps ever before. Emerging technologies such as generative AI are reshaping how, where, and when we engage with prospective customers in near real-time.

Yet despite the unprecedented speed of innovation, what sets forward-thinking companies apart from their competitors is still a focus on fundamentals — truly understanding your prospects' problems, demonstrating genuine value in a timely, relevant way, and maintaining meaningful, lasting customer relationships.

At ZoomInfo, we believe passionately in the transformative power of modern GTM. We have seen firsthand how our customers have used our products to identify entirely new markets, work more efficiently, and surpass their boldest revenue goals.

While nobody can say definitively what the next 12 months will bring, we can be certain that expectations will remain high, competition will remain fierce, and opportunities will be ripe for the taking.

We at ZoomInfo would like to thank our customers for being so generous with their time and feedback, and we look forward to continuing to grow with you over the next year.