ZoomInfo Recognized as a Leader in Enrichment and Hygiene in Snowflake's Modern Marketing Data Stack Report

November 4, 2024

The report identifies the top marketing and advertising applications and platforms used by Snowflake customers

Takeaways:

- Snowflake examined how more than 9,800 customers in the Snowflake AI Data Cloud build their marketing stacks to drive business growth.
- As a Leader in the Enrichment and Hygiene category, ZoomInfo helps Snowflake customers clean, maintain, and fill gaps in their first-party data.
- Without accurate data, go-to-market teams can't take advantage of AI-powered tools

VANCOUVER, Wash.--(BUSINESS WIRE)--Nov. 4, 2024-- ZoomInfo (NASDAQ: ZI), the go-to-market platform to find, acquire, and grow customers, has been named a Leader in Snowflake's 2025 Modern Marketing Data Stack report in the "Enrichment and Hygiene" category. The report identifies top marketing and advertising applications and platforms used by Snowflake customers.

Since 2021, joint customers have used ZoomInfo's industry-leading company and business contact data to fill gaps in their existing first-party data and create a reliable, accurate go-to-market data foundation in Snowflake's AI Data Cloud. Enriching data quality through ZoomInfo's Data-as-a-Service (DaaS) product creates a reliable, unified data foundation that allows marketers to deploy AI solutions at scale.

"We're proud to be recognized as a Leader in Snowflake's 2025 Modern Marketing Data Stack report," said Sneh Kakileti, ZoomInfo's Vice President of Product Management. "For today's marketers, data is more than just numbers on a dashboard – it's the key to unlocking new opportunities and staying ahead of the competition. When leveraged in the Snowflake AI Data Cloud, ZoomInfo's data and buying signals are powerful insights to reach potential customers much earlier in their buying cycle, giving GTM teams a massive advantage over competitors who rely solely on ideal customer profile matches, traditional intent data, or account fit scores."

The third annual edition of Snowflake's Modern Marketing Data Stack report identifies the technologies, tools, and platforms used by Snowflake customers to show how marketers and advertisers can leverage the Snowflake AI Data Cloud with accompanying partner solutions to serve existing customers and convert valuable prospects. Snowflake analyzed usage patterns from a pool of approximately 9,800 customers as of April 2024, and identified 10 technology categories that organizations consider when building their marketing data stacks to capitalize on AI. The extensive report highlights three core factors throughout the industry that mark a significant departure from the martech ecosystem highlighted in the inaugural report in 2022, creating a new normal where AI, data gravity, and privacy are intertwined.

The report offers details on how this paradigm shift is giving rise to new trends in the marketing landscape, from truly data-empowered marketers to innovative measurement techniques for marketing effectiveness.

"In a new age of innovation, we're witnessing a changing of the guard around AI and how marketers capitalize on this massive opportunity as the very shape of the marketing stack evolves, leveraging the Snowflake AI Data Cloud to access and act on data directly where it resides," said Denise Persson, Chief Marketing Officer at Snowflake. "ZoomInfo emerged as a leader in Enrichment and Hygiene with joint customers leveraging their technologies to enable effective data-driven marketing."

Learn more by downloading Snowflake's 2025 Modern Marketing Data Stack report.

About ZoomInfo

ZoomInfo (NASDAQ: ZI) is the trusted go-to-market platform for businesses to find, acquire, and grow their customers. It delivers accurate, real-time data, insights, and technology to more than 35,000 companies worldwide. Businesses use ZoomInfo to increase efficiency, consolidate technology stacks, and align their sales and marketing teams — all in one platformZoomInfo is a recognized leader in data privacy, with industry-leading GDPR and CCPA compliance and numerous data security and privacy certifications. For more information about how ZoomInfo can help businesses grow their revenue at scale, please visit www.zoominfo.com.

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