



ZoomInfo Named a Leader in the 2024 Gartner® Magic Quadrant™ for Account-Based Marketing Platforms

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ZoomInfo's ABM platform, ZoomInfo Marketing, is powered by the same leading data and real-time insights as ZoomInfo Copilot, enabling marketing and sales alignment and coordinated outreach

Takeaways:

- After its launch in 2022, ZoomInfo Marketing was positioned in the Visionary quadrant in 2023, and positioned as a Leader in 2024.
- ZoomInfo's unified data foundation powers both ZoomInfo Marketing and ZoomInfo Copilot, aligning marketing and sales teams and arming them with real-time insights for perfectly timed and coordinated outreach to key accounts.
- The Gartner Magic Quadrant is a culmination of research in a specific market, providing a wide-angle view of the relative positions of the market's competitors.

VANCOUVER, Wash.--(BUSINESS WIRE)--Nov. 14, 2024--

[ZoomInfo](#) (NASDAQ: ZI), the go-to-market platform to find, acquire, and grow customers, today announced it was named a Leader in the 2024 Gartner® Magic Quadrant™ for Account-Based Marketing (ABM) Platforms.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20241114204737/en/>



ZoomInfo Marketing positioned as a Leader in the 2024 Gartner Magic Quadrant for ABM Platforms (Graphic: Business Wire)

[ZoomInfo Marketing](#), ZoomInfo's ABM platform, was [launched in 2022](#) to help demand generation and ABM teams target and convert leads into buyers through insight-driven orchestration and personalized engagement. Real-time intent data and other advanced market insights help teams drive

pipeline and turn prospects into customers.

ZoomInfo Marketing works together with [ZoomInfo Copilot](#) – the company's AI-powered sales platform – to optimize core ABM use cases like account acquisition, retention, and expansion. ZoomInfo's unified, dynamic data foundation powers both platforms, aligning marketing and sales teams and arming them with real-time insights for perfectly timed and coordinated outreach to key accounts. ZoomInfo Marketing users launch campaigns that identify, reach, and influence target accounts across multiple channels to help boost engagement signals and grow pipeline. Meanwhile, their counterparts in sales capitalize on the increased number of signals in their Target Account lists in ZoomInfo Copilot, allowing them to act on these opportunities at scale.

"I'm proud to see the industry recognize ZoomInfo Marketing and the incredible success it has achieved in less than three years," ZoomInfo Founder and CEO Henry Schuck said. "We entered this space in 2022 to deliver on the market's demand for a data-driven ABM solution. Today, the combination of ZoomInfo Marketing and ZoomInfo Copilot provides a powerful, integrated solution that enhances ZoomInfo's ability to address critical needs and use cases within the ABM market."

Customer perspectives:

- "The Scoops and alert options to find recent activity are game-changers for marketing campaigns." – Product marketing associate, services firm ([review](#))
- "With a unique and attractive dashboard, ZoomInfo Marketing enables us to easily target and engage new clients for our company." – Senior product marketing manager, manufacturing company ([review](#))

The Gartner Magic Quadrant is a culmination of research in a specific market, providing a wide-angle view of the relative positions of the market's competitors. A Magic Quadrant provides a graphical competitive positioning of four types of technology providers, in markets where growth is high and provider differentiation is distinct: Leaders, Challengers, Visionaries and Niche Players. This research helps data and analytics leaders make critical decisions selecting an ABM platform vendor.

Download a copy of the [2024 Gartner Magic Quadrant for ABM Platforms](#) to learn more. In his [blog post](#), ZoomInfo SVP of Product Marketing Jam Khan explains how he believes best-in-class data differentiates ZoomInfo's ABM solution from the rest of the market.

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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 platform. ZoomInfo 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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