



How Exact Media Expanded Its Reachable Prospect Audience 20X Using ZoomInfo

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The ad agency and events company replaced a patchwork of data providers with ZoomInfo's data enrichment and grew its complete-data prospect list from about 3% of its target market to more than 20x.

VANCOUVER, Wash.--(BUSINESS WIRE)--Sep. 8, 2026-- ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, has reported that Exact Media, an ad agency and events company that connects brand advertisers with e-commerce retailers, expanded its complete-data prospect audience 20X using ZoomInfo, according to the company. The team also stood up the platform in 10 days from first call to first use.

Exact Media runs a Connections platform that pairs brand advertisers with e-commerce retailers, and it organizes in-person events for C-suite executives. Those events need roughly 30 senior executives per gathering, all in the same city or region, because the company does not fly attendees in. Finding enough of the right people in a given local market was consistently the hard part. The CRM should have made it easier. It did not.

The team's CRM was built from web forms, conference rosters, webinar registrations, and prospecting lists sourced through a patchwork of vendors including Prospect.io and the former [Data.com](#). Direct dials and emails were there. The industry, geographic, and technographic detail that decides who is actually a fit was not. Marketers had to look outside the CRM to find the right executives in a market, then map those people back in by hand. By the team's own estimate, complete records existed on about 3% of prospects. That is not enough coverage to fill an event.

Exact Media considered Hoovers and Dun & Bradstreet before selecting ZoomInfo, choosing on quality and speed of implementation. The platform went live in 10 days from first call to first use. Once ZoomInfo's data enrichment ran across the CRM, it filled in industry, geography, and technology stack on incomplete records, and it flagged more than 4,000 leads as "person moved," meaning the contact had left the associated company. Marketers now start inside the CRM to search for senior executives by city, industry, and technology stack. Technographic filters and alerts identify e-commerce retailers when they install a target platform, so the team learns about a fit account when it appears, not months later.

After the switch, Exact Media has full information on 20x more. Bad records were cleared. Event planning moved from a look-outside-then-map-back workflow to a single search inside the CRM. The team credits ZoomInfo with allowing it to expand its marketing effort and do it much quicker, in the case study.

Exact Media plans to keep ZoomInfo at the center of how it plans events and campaigns as it grows the Connections platform, using firmographic and technographic filters to reach the right decision-makers in the right cities without expanding the team.

About ZoomInfo

ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, enables sales, marketing, and customer success teams to execute their go-to-market strategy with confidence. Powered by the industry's most comprehensive B2B data, including more than 100 million companies, 500 million contacts, and billions of signals, ZoomInfo delivers the intelligence, automation, and integrations that modern revenue teams need to identify, engage, and convert their best buyers.

Learn more at zoominfo.com.

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