ZoomInfo Acquires Insent to Enable Businesses to Implement Chat at Scale

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Connects Companies with the Right Buyers at the Right Times through World-Class Business Intelligence and Artificial Intelligence-Driven Capabilities

VANCOUVER, Wash.--(BUSINESS WIRE)--Jun. 8, 2021-- ZoomInfo (NASDAQ: ZI), a global leader in go-to-market intelligence solutions, today announced it has acquired Insent, a powerful conversational marketing platform that identifies website visitors in real time, uses artificial intelligence (A.I.) and advanced lead routing rules to initiate real-time conversations, and increases conversions.

Typically, chat is a tool that teams have neglected to use because they lack reliable intelligence about the buyers on their websites. The acquisition of Insent will now allow businesses to activate chat at scale. The combination of ZoomInfo's industry-leading business-to-business intelligence paired with Insent's A.I.-driven routing capabilities makes it possible to provide the most important prospects with personalized experiences without overwhelming internal teams, a major concern with other tools. The combined new solution will be available in the third quarter to new and existing customers as ZoomInfo Chat.

"Marketers spend enormous amounts of time, money, and effort to drive traffic to their websites, but only convert less than 2 percent of visitors into leads – an incredible inefficiency for teams," said Henry Schuck, ZoomInfo Founder and CEO. "The acquisition of Insent will combine chat with ZoomInfo's dynamic IP-to-company graph and insights. Marketers will be able to instantly identify previously anonymous companies that are on their websites, route prospects to the right account owners, and arm them with ZoomInfo's key intelligence about their buyers. As a result, they'll initiate real-time conversations that can yield significant conversions."

Powered by Insent's chatbot technology, ZoomInfo Chat will allow teams to conversationalize the buying experience. Teams can accelerate the sales process by identifying, routing, and connecting prospects to the right account owners in real time. They can also use Insent's in-line meeting scheduler, with advanced calendaring features, that appears at the right time to ensure that all conversations—human or chatbot—are converted into booked meetings and develop into deeper relationships. Informed by ZoomInfo's world-class insights about prospects' companies and their upcoming projects and initiatives, sellers can customize automated workflows for follow-up conversations with buyers.

Teams will be able to easily engage with visitors by using Insent's existing integrations within their customer relationship management platforms, marketing automation systems, and collaboration software. Insent also benefits marketers, who can develop nurtured experiences for prospects by surfacing high-value content to start building relationships.

"ZoomInfo is a trusted leader in go-to-market intelligence and orchestration that enterprises rely on to help them identify and close their ideal customers," said Arjun Pillai, Insent's Co-Founder and CEO, who will join ZoomInfo as Senior Vice President of Strategic Growth. "ZoomInfo and Insent will help shape the future of chat by allowing teams to have data-centric, intelligent conversations that can expedite sales cycles."

Financial terms were not disclosed. The acquisition is not expected to have a material impact on the full year 2021 financial results for ZoomInfo.

Read Henry Schuck's blog post on the acquisition of Insent.

About Insent

Insent is an innovator in artificial intelligence-powered conversational marketing that identifies prospects and routes leads for real-time conversations. Instead of relying on website calls to action, Insent's chat will engage visitors in personalized manners. Insent also allows companies to personalize the chat platform for their visitors based on their website behaviors and their demographic and firmographic data. Founded in 2018, Insent is based in Seattle, Washington, and has offices in Canada and India. For more information, visit www.insent.ai.

About ZoomInfo

ZoomInfo (NASDAQ: ZI) is a Go-To-Market Intelligence Solution for more than 20,000 companies worldwide. The ZoomInfo platform empowers business-to-business sales, marketing, and recruiting professionals to hit their number by pairing best-in-class technology with unrivaled data coverage, accuracy, and depth of company and contact information. With integrations embedded into workflows and technology stacks, including the leading CRM, Sales Engagement, Marketing Automation, and Talent Management applications, ZoomInfo drives more predictable, accelerated, and sustainable growth for its customers. ZoomInfo emphasizes GDPR and CCPA compliance. In addition to creating the industry's first proactive notice program, the company is a registered data broker with the states of California and Vermont. Read about ZoomInfo's commitment to compliance, privacy, and security. For more information about our leading Go-To-Market Intelligence Solution, and how it helps sales, marketing, and recruiting professionals, please visit www.zoominfo.com.

Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Actual results may differ materially from those expressed or implied by these statements. You can generally identify our forward-looking statements by the words "anticipate," "believe," "can," "continue," "could," "estimate," "expect," "forecast," "goal," "intend," "may," "might," "objective," "outlook," "plan," "potential," "predict," "projection," "seek," "should," "target," "trend," "will," "would" or the negative version of these words or other comparable words. Any statements in this press release regarding the anticipated benefits of the Insent acquisition to ZoomInfo and its customers, the potential impact of the Insent acquisition on ZoomInfo's financial results, and any other statements that are not historical facts are forward-looking statements. Such forward-looking statements are subject to various risks, uncertainties, assumptions, or changes in circumstances that are difficult to predict or quantify.

Accordingly, there are or will be important factors that could cause actual outcomes or results to differ materially from those indicated in these statements. These factors include, but are not limited to, the extent to which ZoomInfo is able to successfully integrate Insent into its current platform and capitalize on the anticipated benefits of the acquisition, as well as other factors described under “Risk Factors” in ZoomInfo’s quarterly report on Form 10-Q for the period ended June 30, 2021. Each forward-looking statement contained in this press release speaks only as of the date of this release, and ZoomInfo undertakes no obligation to update or revise any forward-looking statements whether as a result of new information, future developments or otherwise, except as required by law.

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