

ZoomInfo Company Master Data

The most comprehensive and accurate firmographic data at the location and HQ-level, delivered when, where, and how you need it

Accurate and comprehensive commercial B2B data is foundational to an organization's success. The next wave of top businesses are going to be built by organizations who embrace commercial business data as a core part of their overall business strategy.

However, with the velocity, volume, and variety of data, it is not always easy to go from data to insights to action. You might be struggling with incorrect data, siloed data with multiple versions of the truth, lack of data, and the lack of intelligence.

ZoomInfo Company Master Data enables you to build a comprehensive and unified view of prospects and customers across touchpoints and systems, so you can analyze, predict, support data-driven decisions, and engage with prospects and customers to drive revenue and growth.

With the world's best firmographic and technographic data at your fingertips, don't let the lack of accurate and comprehensive firmographic data stop you from augmenting your master data strategy, supplementing your multi-vendor strategy, or running advanced analysis and modeling.

Unparalleled Firmographic Coverage, Depth, & Breadth

106M+ Businesses Globally

169M+ Company-Locations covering
200 Firmographic Data Attributes

31K+ Technologies Profiled

Access Global Coverage with 10.5M+ in
UK, 9.5M+ in Canada, 3.5M+ in Australia
and 27.5M+ Rest of the World

Supports Account Core* Fill Rate:
100%, Data Accuracy: 90+%,
Account Match Rate: 99.8+%

*SUPER 6 Account Attributes

The ZoomInfo Company Master Data Difference

The B2B data revolution

ZoomInfo leads with an AI and Human-in-the-Loop approach so that you no longer have to rely on flawed datasets or time-consuming, error-prone, manual processes. ZoomInfo has trained advanced, business-specialized machine-learning algorithms to mimic millions of industry professionals to create a dynamic database. In addition, an in-house human research and development team focuses on the continuous improvement of our database.

Access a complete B2B data solution

Gain access to a complete go-to-market intelligence solution, not just another company data provider. ZoomInfo Company Master Data ties in with the rest of the ZoomInfo B2B data foundation, including the world's best contact data and the ZoomInfo platform. ZoomInfo is the leading go-to-market platform equipped with a multi-vendor intelligence layer, data management and orchestration layer, and activation layer.

ZoomInfo Company Master Data

ZoomInfo Company Master Data contains firmographic data at the company location, at the entity level, and the HQ level. Access company-level data points (headcount, revenue, industry, NAICS, SIC, etc.) as well as location-level details (address, city, state, etc.). In addition to core firmographic data, the ZoomInfo Master Data also provides advanced fields including department level data (Budget, Sophistication, etc.) and hierarchy data (immediate parent, domestic parent, global parent, etc.) along with technographic data at the HQ level. The ZoomInfo Company Master Data provides confidence scores and tiers for various fields, so you gain full transparency to make the best decisions.

A selection of fields within the ZoomInfo Company Master Data

NAMES | IDs

ZI ID
Names
Company IDs
Name Confidence Score
Release + Last Updated Date

DEPARTMENT

Sophistication
Contact Count
Strength
Spend / Budget

SOCIAL

LinkedIn URL
Facebook URL
Twitter URL
Yelp URL

FUNDING

Investors
Strength
Type
Total Amount
Latest Funding Date

INDUSTRY

ZI Industry
Top 3 ES Industries
NAICS 2, 4, 6,
Top3Naics6
SIC 2, 3, 4, Top3SIC4

LOCATION

Street + Street 2
City, State, Zip,
Country, County, CBSA,
Lat, Long, Phone, FAX,
Tier

TECHNOGRAPHICS

Technologies
Profiled
Technology
Categories

MISC

Estimated Age, Year
Founded
Is_B2B / Is_B2C
Emp Growth (1 & 2 yr)
ES Growth, Emp Growth, Rev
Growth
EIN, Alexa, Tickers,
Currency Code
Num Locations, Mobile App
Tech IDs, Keywords,
Fortune & S&P Listings

HEADCOUNT & REV

Headcount
Headcount Range
Headcount Confidence Score
Revenue
Revenue Range
Revenue Confidence Score

HIERARCHY

Immediate Parent, Domestic Parent,
Global Parent, Franchisor
X
ID, ECID, Location ID, Name, URL,
Street, City, State, Country

...200 Fields



Access ZoomInfo Company Master Where and When Needed

Company and Hierarchy Data Brick

Build your company master data or acquire data for deeper analysis. Whatever the need may be, integrate best-in-class firmographic, hierarchical and technographic data in your system of choice, or directly in leading cloud data stores, with recurring updates.

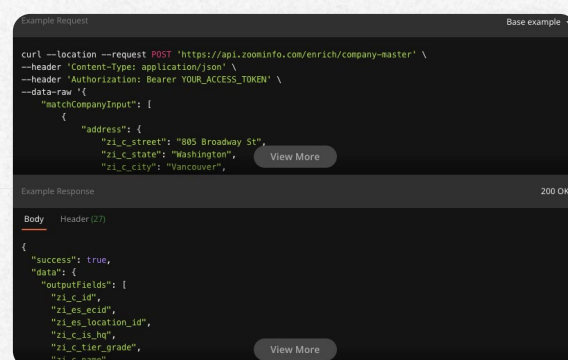


Offline Enrichment Services

Fulfill complex or custom large-scale requests through expert help delivered where needed. Access the highest match and fill rates with on-demand requests.

ZoomInfo APIs

Act on the most accurate firmographic data in real-time through RESTful APIs, in any system or workflow at scale through the ZoomInfo Company Master API. Customize your match inputs to enhance result accuracy.



Key Business Benefits

Enhance go-to-market motions and drive revenue

Answer questions like, “Does this company fit into my Ideal Customer Profile?”, “What is my Total Addressable Market?”, “Which new company to go after?”, “How is a prospective company organized?”, “Which territory should I map an account to?”. Leverage ZoomInfo Company Master Data as a trusted source and reference data to normalize, standardize, dedupe, enrich, resolve entities, and bring together siloed data sources, to get the full view of your prospect or customer and engage with the right message at the right time.

In addition, tap into ZoomInfo Company Master Data to augment and supplement existing data sources to run advanced data analysis, modeling, and reporting to build forward-looking statements.



Accelerate data to insights

Focus on solving problems, not endless data prep. Access a trusted source of company truth in the systems you work in, on-demand or in real-time, so you don't waste time and resources moving data around or formatting it differently to access it across various systems. Activate a unified view of customer data across the enterprise to eliminate multiple versions of the truth and time and effort spent resolving discrepancies.

ZoomInfo Data-as-a-Service

With a mission to help organizations build a unified view of their customer, ZoomInfo Data-as-a-Service (DaaS) provides a comprehensive suite of products and services to help organizations build effective data-driven go-to-market engines. By cleansing, acquiring, enriching, and unifying B2B data directly in any workflow and system, ZoomInfo enables real-time routing and activation with engagement-ready data.

Powered by the world's best B2B data and intelligence and the end-to-end ZoomInfo Go-to-Market platform, ZoomInfo Data-as-a-Service provides convenient integration points, delivery and orchestration mechanisms including cloud data warehouses and storage, APIs, flat files, codeless rules-based data orchestration, and custom data services to accelerate end-to-end data management.

About ZoomInfo

ZoomInfo (NASDAQ: ZI) is a leader in modern go-to-market software, data, and intelligence for more than 25,000 companies worldwide. ZoomInfo's revenue operating system, RevOS, empowers business-to-business sales, marketing, operations, 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 ZoomInfo's leading go-to-market software, data, and intelligence, and how they help sales, marketing, operations, and recruiting professionals, please visit www.zoominfo.com.

