

Enrich Your Salesforce Database

Data enrichment for data-driven leaders

With ZoomInfo Enrich for Salesforce, enriching information has never been easier. Enrich for Salesforce allows the information gathered from all your crucial data points, including web forms, sales, and list uploads, to be appended onto their original record. Enrich also permits custom fields to collect supplementary information. In turn, this provides additional enhancement to your data and will arm your team with the accurate information needed to increase workflow efficiency.

BUSINESS BENEFITS

- Reduce bounce rates due to incorrect email addresses, thanks to the technology of Neverbounce
- Improve connect rate and increase the quantity of meaningful conversations using accurate direct dials and email addresses
- Decrease time to action with better lead scoring and faster lead routing
- Improve segmentation and lead nurture with lead enrichment
- Protect email reputation with access to only the most recent and accurate email addresses
- Ensure the information in the database is always the most accurate and current with scheduled updates.

KEY FEATURES

- ✓ Infuse technographic data and company attributes into new leads and existing records
- ✓ Update and enrich leads, contacts and accounts on a scheduled basis
- ✓ Automatically match and fill fields for leads, contacts and accounts, the instant it is created
- ✓ Access reporting dashboard to monitor database health
- ✓ Fill in the blanks in your data and gather information on prospects without asking for it
- ✓ Maintain a consistent CRM environment by standardizing the information flowing into your CRM to the format you need
- ✓ View last updated date tag to show the currency of the data
- ✓ Create custom mapping to align with your current database strategy
- ✓ Customize Enrich to your own use case using our API

Lead Detail [Edit] [Delete] [Convert] [Clone] [Find Duplicates]

Lead Owner	John Doe [Change]	Phone	
Name	Hia Nr	Email	
Company	Zoominfo	Website	
Title		Lead Status	Open - Not Contacted
Industry		No. of Employees	
Annual Revenue			
Address			
Created By	John Doe, 1/9/2019 3:08 PM	Last Modified By	John Doe, 1/9/2019 3:08 PM
Description			

▼ Zoominfo Standard Data

Person Full Name	Zoominfo ID
Person First Name	Zoominfo Clean Status
Person Last Name	Zoominfo Complete Status
Person Direct Phone	Zoominfo Email
Person Email Address	Zoominfo Phone
Person Job Title	Zoominfo Industry
Person Function	Zoominfo Last Clean Run
Management Level	Zoominfo Last Updated
Person Street	Company Name
Person State	Company Website
Person City	Company Phone
Person Country	Company Fax
Person Postal Code	Company Rank
Person Profile URL	Company Ticker
Employee Count	Company SIC
Employee Range	Company NAICS
Company Revenue	Company Street
Revenue Range	Company City
Company Profile URL	Company State
	Company Country

Lead Detail [Edit] [Delete] [Convert] [Clone] [Find Duplicates]

Lead Owner	John Doe [Change]	Phone	(617) 500-4900
Name	Hia Nr	Email	hianr@zoominfo.com
Company	Zoominfo	Website	http://www.zoominfo.com
Title	Vice President of Marketing and Product	Lead Status	Open - Not Contacted
Industry	Media & Internet	No. of Employees	450
Annual Revenue	\$100,000,000		
Address	307 Waverley Oaks Rd, Ste. 405 Waltham, Massachusetts 02452 United States		
Created By	John Doe, 1/9/2019 3:10 PM	Last Modified By	John Doe, 1/9/2019 3:10 PM
Description	Zoominfo is the most comprehensive source of business information on people and companies in the world. Zoominfo is used by sales and marketing professionals to find leads, resources to discover talent and by business professionals to find detailed information on people and companies. Zoominfo's semantic search engine gathers publicly-available information from the Business Web - millions of company websites, news feeds and other online sources - 24 hours a day, 7 days a week, then automatically compiles it into easy-to-search and easy-to-use profiles. Zoominfo currently has profiles on more than 200 million people and 11 million companies, and its search engine adds over 20,000 new profiles monthly.		
		Person Education History	- School: The Hebrew University Area of Study: Economics and Accounting - School: Bar Ilan University Degree: M.A. - School: Bar Ilan University Area of Study: Economics

▼ Zoominfo Standard Data

Person Full Name	Hia Nr	Zoominfo ID	164593489
Person First Name	Hia	Zoominfo Clean Status	Not Compared
Person Last Name	Nr	Zoominfo Complete Status	Completed
Person Direct Phone	(617) 500-4900	Zoominfo Email	hianr@zoominfo.com
Person Email Address	hianr@zoominfo.com	Zoominfo Phone	(617) 500-4900
Person Job Title	Vice President of Marketing and Product	Zoominfo Industry	Media & Internet
Person Function	Marketing	Zoominfo Last Clean Run	1/9/2019 3:10 PM
Management Level	VP-Level	Zoominfo Last Updated	
Person Street		Company Name	Zoom Information, Inc.
Person State	Massachusetts	Company Website	http://www.zoominfo.com